



VALUABLE PRIZES —  
FRANKIE AVALON'S  
"VENUS" CONTEST!

JUNE



25c

# HIT PARADER

A Charlton Publication

X COME SOFTLY TO ME

TELL HIM NO

X IT'S LATE

SORRY (I RAN ALL  
THE WAY HOME)

PINK SHOE LACES

TURN ME LOOSE

X NEVER BE ANYONE ELSE  
BUT YOU

X I NEED YOUR LOVE  
TONIGHT

X TRAGEDY

THE WALLS HAVE EARS

X FOR A PENNY

FRENCH FOREIGN LEGION

I GO APE

THAT'S WHY



TOMMY LEONETTI

MEET "ALVIN'S" DADDY — DAVID SEVILLE  
HOW THE FABULOUS "MARK-IV" MADE THEIR MARK



DICK  
CO-ETTE  
WVRO  
COLUMBUS  
OHIO



LARRY  
JONES  
WDEW  
WESTFIELD  
MASS.



ART  
BROWN  
WWDC  
WASH.  
D. C.

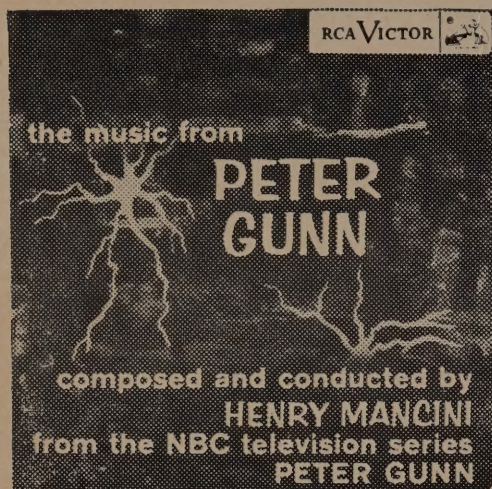


# FIVE FOR FUN



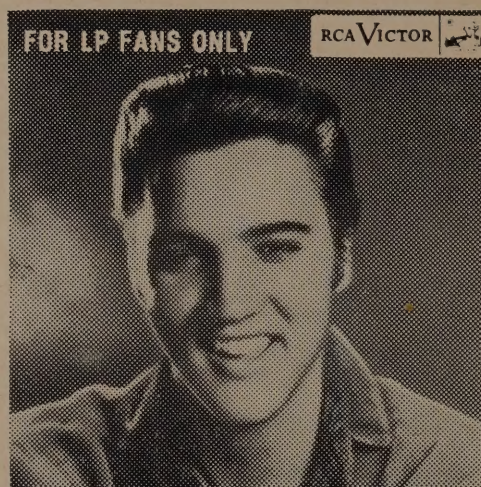
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**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





# The HIT PARADER BAND WAGON OF

## A Charlton TOP TUNES Feature

### PINK SHOELACES

MICKIE GRANT

Now I've got a guy and his name is Julie

He's my guy and I love him truly  
He's not good lookin' heaven knows  
But I'm wild about his crazy clothes  
He wears tan shoes with pink shoelaces

A poka dot vest and man oh man  
He wears tan shoes and pink shoelaces

And a big panama with a purple hat band

He takes me deep sea fishing in a submarine

We go to a drive in movie in a limousine

He's got a whirlybirdie and a twelve foot yacht

Ah but a-that's a-not all he's got  
Now Julie got a feeling we were going to war

So he went out and enlisted in a fightin' corps  
But he landed in a brig for raising such a storm

Tried to put him in a uniform

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(Sorry)

### I RAN ALL THE WAY HOME

A. GIOSASI

A. ZWIERN

I ran all the way home, just to say I'm sorry.

Can I stay? I ran all the way.

Yay, yay, yay, I ran all the way home,  
Just to say I'm sorry, let me stay.

I ran all the way, yay, yay, yay.

And now I'm sorry I'm sorry

I didn't mean to make you cry

But making more than yay, yay, yay.

I ran all the way home, just to say I'm sorry.

Can I stay? I ran all the way yay, yay, yay.

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### FRENCH FOREIGN LEGION

AARON SCHROEDER

GUY WOOD

If you turn me down once more,  
I'll join the French Foreign Legion!  
Bet'cha they would welcome me  
with open arms!

First you love me, "yes", then you  
love me, "no",

I don't know where I stand,

Do we march together down the aisle,

Or do I march that desert sand?

If you think I won't find romance in  
the French Foreign Legion,  
Think about that uniform with all  
its charms!

Just one more time, are you gonna  
be mine,

Or "au revoir, chérie?"

It's the French Foreign Legion for  
me!

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## TOP TUNES

### TURN ME LOOSE

DOC POMUS

MORT SHUMAN

Turn me loose, turn me loose, I say.

This is the first time I ever felt this way.

Gonna get a thousand kicks,

Gonna kiss a thousand chicks, so turn  
me loose,

Turn me loose, turn me loose, I say.

Gonna rock and roll long as the band's  
gonna play.

Gonna holler, gonna shout

Knock myself right out, so turn me  
loose.

I got some change in my pocket and I'm  
rarin' to go.

I'm takin' some chick to the picture  
show.

When I see her home and we kiss good  
night, turn me loose

Turn me loose, turn me loose, turn me  
loose,

Turn me loose, turn me loose, turn me  
loose, I say.

Yes, today is gonna be the day I want  
you all to understand

That now I am a man, so turn me loose!

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### IT'S LATE

DORSEY BURNETTE

It's late, we gotta get on home,

It's late, we've been gone too long.

Too bad, we should have checked  
our time,

Can't phone, we've done spent ev'ry  
dime.

It's late, we're 'bout to run out of  
gas,

It's late, we gotta get home fast

Can't speed, we're in a slow down  
zone,

Baby look at that clock, why can't it  
be wrong?

If we could have left home at a  
quarter to nine

We would have had fun and plenty  
of time,

But we got started just a little bit  
late,

I hope this won't be our last date.

Look up, is that the moon we see,

Can't be, looks like that sun to me

It's late, I hate to face your Dad,  
too bad,

I know he's gonna be mad

It's late, we gotta get on home

It's late, we've been gone too long.

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### TELL HIM NO

T. PRICHETT

Tell him no, oh, oh, oh

Tell him no, oh, oh, oh

When he asks for a date

Tell him no, tell him no.

Tell him no, oh, oh, oh

Tell him no, oh, oh, oh

When he asks for a kiss

Tell him no, tell him no.

It's alright to go to a party

It's alright to have some fun

It's alright to take in a movie

But don't let him be the one.

Tell him no, oh, oh, oh

Tell him no, oh, oh, oh

If he offers his ring

Tell him no, tell him no.

Did he tell you that he loves you

And did you thrill to his charms

And did you feel much more better

When he held you in his arms.

Tell him no, oh, oh, oh

Tell him no, oh, oh, oh

When he asks for a date

Tell him no, tell him no.

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Lowell Music Corp.

### I NEED YOUR LOVE TONIGHT

SID WAYNE

BIX REICHNER

Oh-oh oh I love you so

Ah-ah ah I can't let you go

Ooh-oooh don't tell me no

I need your love tonight.

Oh-oh gee the way you kiss

Wee-ee too good to miss

Wow-ee want more of this

I need your love tonight.

I've been waitin' just for tonight

To do some lovin' and hold you tight

Don't tell me baby you gotta go

Got the hi-fi high and the lights down  
low.

Hey now you'll wanna stay

Ooh-wow you better stay

Pow-pow don't run away

I need your love tonight.

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### SIX NIGHTS A WEEK

ALICIA EVELYN

BILLY DAWN SMITH

Well six nights a week I long for

you

And then on Saturday night

I hold you in my arms again

I love you so but I'm a fool it seems

For six nights a week I see you only  
in my dreams.

I want to hold you every night

But you won't give me a chance

I have to wait to hold you tight

Until the next Saturday dance

So why must we spend six nights a  
week apart

When night after night I'd love to  
hold you to my heart.

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## Want to Get Rid of Dark or Discolored Skin, Freckles, Skin Spots?



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# HIT PARADER

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# In The H. P. Spotlight-

## Thomas Wayne

When a person thinks of tragedy they immediately think of a very sad or a terrible happening. This, of course, is what the word means and likewise the song "Tragedy" sung by America's newest teenage singing rage, Thomas Wayne. "Tragedy" is a very sad love ballad, sung with such sentiment and heartfelt feeling that the waxing literally "burned up" the national disc lists on its way to the top spot. This could hardly be termed as a tragedy because look at all the people concerned who are on cloud nine — the teens, they have a new singing idol, the Fernwood Record Company people, they have a hit on their hands and naturally, Thomas Wayne has himself a brand new and exciting career. And guess what gals, he's only eighteen!

This success as a recording star didn't come easy for Thomas and he deserves every bit of the star position he now holds. "Tragedy" is not his first release. He had one other, before this, which got excellent sales throughout the South. Thomas had experience as a personal appearance star while on tour with band leader and manager, Scotty Moore.

Tommy is a tall and lanky 6'4" fellow, weighing a trim 165 pounds and is an intense, sincere youth who has always said the only thing he ever wanted to do was to make a career in show business.

I  
won't  
miss a  
day  
of



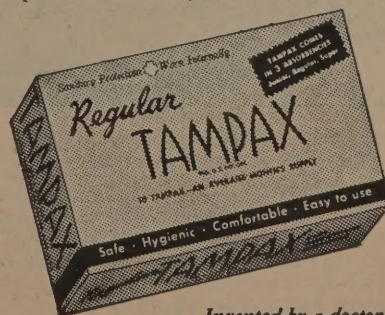
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NO PADS  
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So glad I changed to Tampax! Why don't you? You owe it to yourself! Discover new comfort, new freedom, the *modern* Tampax way! Ask for it wherever drug products are sold, in Regular, Super, Junior absorbencies. Tampax Incorporated, Palmer, Mass.



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# GIANT

## frankie

## avalon

# "Venus"

# CONTEST



How many words can you form by using only the letters in "VENUS DE MILO", the statue which inspired the writing of the song "Venus" as sung by Frankie Avalon on Chancellor Records?

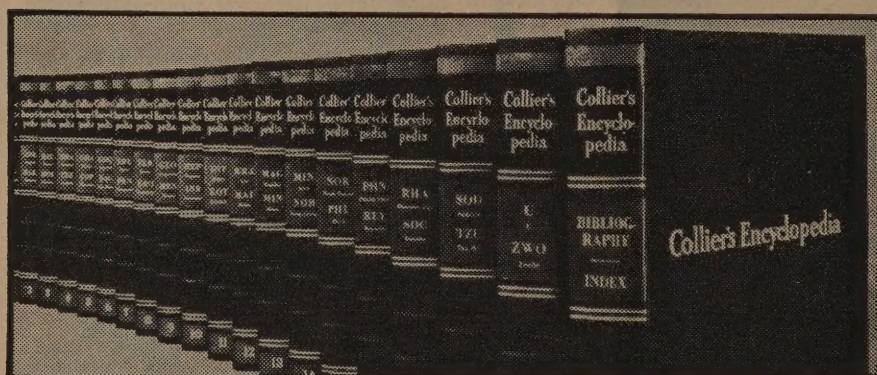
We've come up with some great prizes for the folks who can jot down the most words, so get yourselves a paper and

pencil and get to work. All entries must be in by June 30th and since the postmarks count, we suggest you enter this contest early.

Come on all you Frankie Avalon fans — start listing your words today. It's lots of fun — and who knows — maybe you'll be a winner.

#### READ THESE RULES CAREFULLY

1. List as many words as you can, using only the letters V-E-N-U-S D-E-M-I-L-O. In each word you form, you may use the same letter as many times as it appears in the name; for example, "E" may be used twice in one word, "L" once, "V" once, etc.
2. All words must contain **THREE OR MORE LETTERS**.
3. No proper names may be used (names of people, places or other names usually written with a capital).
4. No prefixes or suffixes may be used; that is, only **WHOLE WORDS** count. (Ex.: -ess and pre- are not acceptable.)
5. Plural words formed by adding the letter "S" will **NOT** be accepted.
6. The authority for this contest is Webster's New Collegiate Dictionary (1953 edition).
7. All entries must be accompanied by a coupon — and the **NUMBER OF WORDS SUBMITTED** must be stated on the coupon. Entries without the number of words, or with an incorrect number, will not be accepted.
8. Fill out the information requested in the coupon and mail, with your entry, to:  
VENUS  
HIT PARADER  
DERBY, CONN.
9. All entries must be post-marked no later than Midnight, June 30, 1959. In case of ties, the entry bearing the earliest post-mark date will be adjudged the winner. In the event that winning entries bear the same post-mark date, duplicate prizes will be awarded.
10. Winners will be announced in a forthcoming issue of **HIT PARADER**.
11. This contest is open to everyone except employees of the publishers of this magazine, employees of Chancellor Records or members of their families.



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**Second Prize:** A \$25.00 U.S. Savings Bond

**Third Prize:** Ten Dollars in cash.

**Fourth thru Tenth Prizes:** A one year's free subscription to **HIT PARADER MAGAZINE**.

**VENUS**  
**HIT PARADER**  
**DERBY, CONN.**

I have submitted the following number of words: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## COME SOFTLY TO ME

TROXEL CHRISTOPHER ELLIS

Come softly darling come softly  
darling  
Come softly darling come softly  
darling  
Come softly darling come to me,  
stay  
You're my affection forever and  
day  
I want want you to know  
I love I love you so  
Will you please hold me so  
tight  
All through all through the night  
I speak softly darling, hear what I  
say  
I love you always always always  
I've waited waited so long  
For your kisses and your love  
Will you please come close to me  
Someone from up above from up above  
Come softly darling  
Come softly darling  
Come soft, come soft.

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agent Edwin H. Morris & Co. Inc.

## THE WALLS HAVE EARS

IRVING GORDON

Mary said that Jenny said that  
Willy said that Johnny said that  
Suzy said that you don't love me  
anymore  
(Not any more)  
The walls have ears and the  
windows have eyes  
Everybody is wise they know our  
dreams went wrong  
(Our dreams went wrong)  
The whispering winds told the  
babbling brook  
And the babbling brook can't keep  
a secret long  
(Not very long)  
And though I tried to hide the  
longin' that fills my heart  
(Fills my heart)  
Somehow my lonely tears play  
peek-a-boo  
The walls have ears and the  
windows have eyes  
Everybody is wise  
They know I still love you (I still  
love you)

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## I TOLD MYSELF A LIE

OTIS BLACKWELL JIMMY WILLIAMS

I told myself a lie  
When I said I didn't care.  
When I'm alone, so all alone,  
Out come the tears, the pouring tears.  
I told myself a lie  
When I said I'll get along.  
When you're not near, it's funny, dear,  
Things just go wrong, always go wrong.  
You got my heart I know,  
Why do I fight it so,  
When I know there's nothing to fear?  
I told myself a lie  
When I said I'll forget  
But I can't hide, what's here inside,  
I told myself a lie.

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ADVICE ON  
SKIN BLEMISHES  
FROM

## CLEARASIL PERSONALITY of the MONTH

BRENDA JO KOUNOVSKY, Sophomore, Minot High School, Minot, N.D.



Here is popular Brenda Jo Kounovsky with some of her friends. Brenda Jo loves record hops. She has studied tap dancing and ballet, but enjoys dancing to popular music best of all. When she finishes school, Brenda Jo would like to become a model. With life so exciting, Brenda Jo is happy she knows how to keep blemishes from interfering with her fun.

Read what Brenda Jo did: "With all the fun I was having in high school, I was miserable when my face broke out. Nothing did much good, until I tried Clearasil. In almost no time, I could really see a big improvement, and so could my friends. Now I have a clear skin, thanks to Clearasil."

Brenda Jo Kounovsky  
816 6th Street, S. W.  
Minot, North Dakota

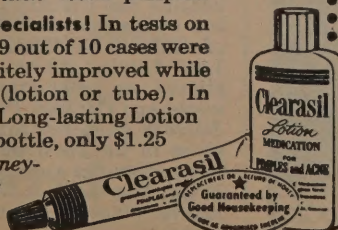
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CLEARASIL can help you, too, gain clear skin and a more appealing personality.

**Why Clearasil Works Fast:** CLEARASIL's 'keratolytic' action penetrates pimples. Antiseptic action stops growth of bacteria that can cause pimples. And CLEARASIL 'starves' pimples, helps remove excess oil that 'feeds' pimples.

**Proved by Skin Specialists!** In tests on over 300 patients, 9 out of 10 cases were cleared up or definitely improved while using CLEARASIL (lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion in handy squeeze-bottle, only \$1.25 (no fed. tax). Money-back guarantee. At all drug counters.



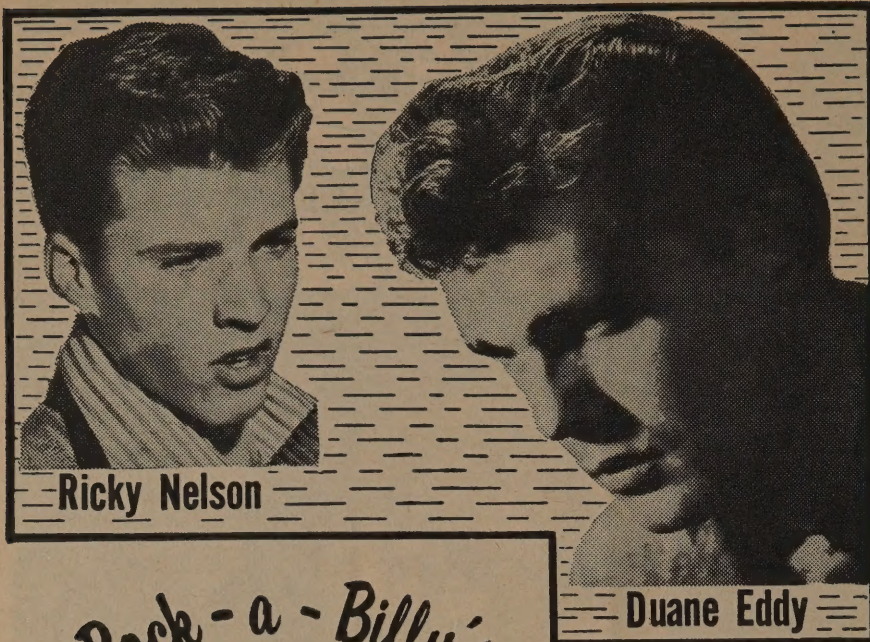
Would your experience  
help others?

You, too, may have had skin problems and found Clearasil helped and them. When you think of the wonderful relief that effective treatment can bring, you may want to help others. You can, by writing us a letter about your experience with Clearasil. Attach a recent photograph of yourself (a good close-up snapshot will do). You may be the next CLEARASIL PERSONALITY of the MONTH. Write: Clearasil, Dept. EL, 180 Mamaroneck Ave., White Plains, N. Y.

**SPECIAL OFFER:** For 2 weeks' supply of CLEARASIL send name, address and 15¢ to Box 9-PF (for Tube) or Box 9-PG (for Lotion), Eastco, Inc., White Plains, N. Y. Expires 6/30/59.

**Largest-Selling Pimple Medication Because it Really Works.**





Ricky Nelson

Duane Eddy

*Rock-a-Billy's*

## Part on the "Pop" Scene



Conway Twitty

Jerry Lee Lewis

Jack Scott

The word "Rock" has been used quite frequently, as of late, when in connection with certain categories of music. You've heard of Rock and Roll, Rock-A-Billy, Rock-A-Hoola, etc. The easiest way to explain such types of presentation would be to say, Rock means "with a beat," Rock and Roll, in its true sense, is "Blues with a beat," Rock-A-Billy is "folk music with a beat" and Rock-A-Hoola is, of course, Hawaiian music with a beat. All are playing a tremendously important part on the current record scene.

Rock-A-Billy, in particular, has come to be the favorite amongst the record buying public. We feel it made its initial bow with the first Jimmy Bowens, Buddy Knox, and Charley Gracie hits. Since that time the field gave birth to such stars as Jack Scott whose "My True Love" became a million seller, Duane Eddy whose instrumental antics became the country's rage, Ricky Nelson whose sentiment has won the hearts of millions of teenagers — also Jerry Lee Lewis whose frenzied actions stirred up commotion throughout the world and Conway Twitty whose sincere delivery garnered for him a permanent place in the show business realm — not to mention the vast accomplishments of Elvis. Yes, Rock-A-Billy very definitely has its place on the current pop record scene.

### THAT'S WHY

BERRY GORDY, JR. TYRAN CARLO

The way you make me feel like I belong

The way you make right when I am wrong,

The way you sacrifice just for me just how lucky can a poor man be. That is why, that's why I love you

so

That is why, (that's why I love you so)

Don't you know that's why I love you so

Yea, yea, yea, I want the world to know.

World to know, if Shakespeare thought that Juliet

Really loved Romeo from the time they met

For he would blow his top if he could see

Just how you've been loving me.

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### TRAGEDY

GERALD H. NELSON FRED B. BURCH

Wind and storm gone's the sun Run the stars my dark has come

You've gone from me oh tragedy

Oh come back have me here

Hold me love be sincere

You've gone from me oh tragedy

Like smoke from a fire of love oh

Our dreams have all gone above oh

Blown by wind kissed by snow

All that's left is dark below

You've gone from me oh tragedy.

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### I CAN'T GET YOU OUT OF MY HEART

(Ti Amo — Ti Voglio Amor)

DANNY DI MINNO JIMMY CRANE

I can't get you out of my heart

For you, love, are part of my heart

It's funny the first time we met

I knew you'd be hard to forget

I can't get you out of my dreams

Whenever you're near my heart beams

Without you I'm lonely my heart wants you only

I can't get you out of my heart.

Ti amo ti voglio amor'

'Edimmi tu sei mi amor'

Ah non me lasciare ti voglio sposare

Ti amo, ti voglio, amor'.

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### TO BE WITH YOU

BUDDY KNOX

I'd count the stars up in the sky

And walk around the world

I'd even bid my blues goodbye

If you would be my girl.

For you're my hope, you're my dream

And you're my wish come true

I'd give my life, my ev'rything

Just to be with you

Just to be with you.

I'd search the sea just to find

For you the largest pearl

There's not a thing I wouldn't be

If you would be my girl.

Copyright 1959 by Patricia Music



## I GO APE

NEIL SEDAKA HOWARD GREENFIELD

The moon is bright above, oh what  
a nite for love

And as I hold you near I whisper in  
your ear

I go ape ev'ry time I see you smile  
I'm a ding dong gorilla and I carry  
on cave man style

I'm gonna bop you on the head and  
love you all the while

Well I'm a monkey's uncle who's a  
cousin to a chimpanzee

Like I was reelin' and rockin' and  
swingin' from a coconut tree

Honey can't you see you bring out  
the monkey business in me

Ranga tanga ting ting tong I'm  
related to old King Kong

Baby won't you say you're mine  
With a honkey donkey monkey  
shine

When you hold my hand I'm a  
prehistoric man

I go ape like a barrel of monkeys on  
a aba daba honeymoon

I go squealin' and a-schreechin' and  
a-howlin' like a big baboon

Well baby I'll explode if you don't  
come and kiss me soon

Well ranga tanga ting ting tong I'm  
related to old King Kong

Baby won't you say you're mine  
with a honkey donkey monkey  
shine

When you hold my hand I'm a  
prehistoric man I go ape

Honey you know that I'm gonna be  
true to you

I'll keep you in bananas and bring  
you coconuts too

And we'll settle down in the nearest  
county zoo.

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## STAR LOVE

EDDIE WHITE MACK WOLFSON

Bright stars, Venus and Mars and  
Jupiter too.

Bright stars, Venus and Mars and  
Jupiter too.

Star love that's what we call our  
love,

Bright as the light that shines on a  
night like this.

Star dreams, that's what we call our  
dreams,

Born of surrender warm as a tender  
kiss.

That first week we met was our  
lucky seven.

How can I forget, I'm still in  
heaven,

Heavenly star love, if you should  
stray far,

Love, I'd fly to a star to be where  
you are,

Star love, bright star, Venus and  
Mars and Jupiter too.

Bright star, Venus and Mars and  
Jupiter too

Bright star, Venus and Mars and  
Jupiter too

Bright star, Venus and Mars and  
Jupiter too.

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## VENUS

ED MARSHALL

Hey Venus, oh Venus

Venus if you will

Please send a little girl for me to  
thrill

A girl who wants my kisses and my  
arms

A girl with all the charms of you.  
Venus Goddess of Love that you are

Surely the things I ask can't be too  
great a task

Venus if you do I promise

That I always will be true

I'll give her all the love I have to  
give

As long as we both shall live.

Venus make her fair

A lovely girl with sunlight in her  
hair

And take the brightest stars up in  
the skies

And place them in her eyes for me.

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NEVER BE ANYONE ELSE  
BUT YOU

BAKER

KNIGHT

There'll never be anyone else but  
you for me,

Never ever be, just couldn't be  
anyone else but you.

If I could take my pick of all the  
girls I've ever known,

Then I'd come and pick you out to  
be my very own.

There'll never be anyone else but  
you for me.

Never ever be, just couldn't be  
anyone else but you.

Heart that's true and longs for you  
is all I have to give,

All my love belongs to you as long  
as I may live.

There'll never be anyone else but  
you for me,

Never ever be, just couldn't be  
anyone else but you.

I never will forget the way you kiss  
me

And when we're not together I  
wonder if you miss me,

'Cause I hope and pray the day will  
come when you belong to me

Then I'm gonna prove to you how  
true my love can be.

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## VERY MUCH IN LOVE

AL STILLMAN

RAY ELLIS

Oh, I was young and starry-eyed and  
very much in love,

So very much in love with you.

And I was shy in many ways and very  
much in love,

And nothing but your love would do.

For you were sweet and wonderful to set  
my heart aglow.

Oh, that was long ago when life was  
new.

Now that I'm not so young or  
starry-eyed;

I know a thing or two.

I know I'm very much in love with you.

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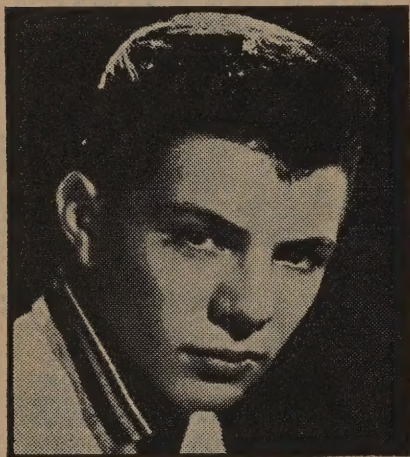
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Hi again. It's June and the more than welcome warm weather is here to stay for a while, and so are we, with a HIT PARADER just jampacked with stories and songs for all your reading and singing pleasure. Whoops, almost forgot the extra special feature we have for you gals this month. It's a "Venus" contest. What's it all about? Here's just a few hints because you can read more about it when you start flipping the pages. It's sort of a happy contest in which you can all participate. Then Frankie Avalon who sings the number one song in the country, "Venus", picks a winner. What does a winner get—just something everyone is flipping to have. Read on and find out all the details.

The girls are taking over, or at least they're doing a pretty good job of trying. Yes, the gals have finally stepped forward making lots of noise on the



FRANKIE AVALON

record scene. Connie Francis leads the big parade with gals like Cathy Carr, Joni James, Peggy Lee, to mention but a few, closing in. Watch out guys—it might be a struggle to keep ahead of the game.

Who ever said Rock and Roll was going to die made the mis-statement of the year—the year '54 that is. Rock and Roll has shown that it definitely has its place in the pop field.

The guys responsible for the Rock-A-Billy tunes, Buddy Knox, Jimmy Bowen and Charley Gracie paved the way for more Rock-A-Billy type crooners such as Jack Scott, Ricky Nelson, Conway Twitty and more—not to mention Elvis Presley.

Ray Anthony takes a bow for having broken through the Rock and Roll trend with a jazz tempo tune, the theme from the TV show "Peter Gunn", now a nationwide best selling, single disc.

There's this and more in this issue of HIT PARADER and in addition an Exclusive story on the fabulous "I Got A Wife" team, the Mark IV.

## PLEASE MR. SUN

SID FRANK RAY GETZOV

Talk to him please, Mister Sun,  
Speak to him, Mister Rainbow,  
And take him under your branches,  
Mister Tree.

Whisper to him, Mister Wind,  
Sing to him, Mister Robin,  
And Missus Moonlight,  
Put in a word for me.  
Tell him how I feel,  
It shouldn't end this way.  
Since you are all his friends,  
He'll listen to whatever you have to say.

Babble to him, Mister Brook.  
Kiss him for me, Miss Raindrop,  
And watch to see they all do,  
Please, Mister Sun.

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## THE THING-A-MA-JIG

AL HOFFMAN DICK MANNING

MARK MARKWELL  
What's a kiss, what's a kiss?  
What's a kiss, kiss, kiss, kiss, kiss?  
A kiss is the thing-a-ma-jig that  
turns the doodad,  
That drives the gimmick, that runs  
the gadget,  
That spins the what's-sis, that flips  
the gizmo,  
That makes the wheels of love go  
'round and 'round and 'round  
A kiss is the thing-a-ma-jig that  
starts the motor,  
That puts the beam on, that lights  
the lovelight,  
That turns a dream on, and when  
you're walking  
You kind-a wonder why your feet  
don't touch the ground  
It took a little kiss from you  
To show me what a kiss can do  
And ev'ry time your lips meet mine,  
my heart goes,  
Bumpity, bumpity, bumpity.  
bumpity, bumpity, bumpity,  
bump.  
Your kiss was the thing-a-ma-jig  
that turned the doodad,  
That drove the gimmick, that ran  
the gadget.  
That spun the what's-sis, that flipped  
the gizmo,

That set the wheels of sweet  
romance in motion,  
Turned romance into devotion,  
Made me fall in love with you.

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## THE TIME

B. WASHINGTON

The time has turned its back on me  
The time has no sympathy  
Now the time has taken my love.  
Today while we were side by side  
The time seemed just to fly by  
Now the time is my enemy.  
The day would be bright and gay  
And our love would just float away  
While we're floatin' on a four-leaf  
clover

The day would be almost over.  
The time has turned its back on me  
The time has no sympathy  
Now the time has taken my love.

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## IT DOESN'T MATTER ANYMORE

PAUL ANKA

There you go and baby here am I  
Well you left me here so I could sit  
and die  
Well golly gee what have you done  
to me  
Well I guess it doesn't matter  
anymore  
Do you remember baby last  
September  
How you held me tight ev'ry night  
Well whoops-a-daisy how you drove  
me crazy  
Well I guess it doesn't matter  
anymore  
There's no use in me a-cryin'  
Done ev'rything and now I'm sick of  
tryin'  
Roll away my days and wasted all  
my nights over you  
No no no no no no no you go your  
way and I'll go mine  
Well now and forever till the end  
of time  
I'll find somebody new and baby  
you say we're through  
And you won't matter anymore  
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## I DO

BILLY DAWN SMITH BERT KEYES

Little girl I love you dearly  
Won't you love me too  
Will you take this young man for  
thee  
Will you give your love eternally  
If you want my heart we'll never  
part  
Say I do, say I do, I do-o-o  
Will you always promise to obey  
When I ask for kisses every day  
If you want to see just what love can  
be  
Say I do, say I do, say I do  
If you know of any reason why we  
shouldn't be together  
It would surely make me cry  
For I need your love forever  
But if you take this ring I offer you  
Then I'll know for sure our love is  
true.  
No one could adore, ever love you  
more  
Than I do, I do, I do.  
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## THE SOUND AND THE FURY

SAMMY CAHN ALEX NORTH

The sound and the fury, the raging  
of a thunderstorm,  
Is peaceful and strangely divine.  
Compared with the raging that  
seems to thunder in my heart,  
Each time that your lips cling to  
mine.  
It's completely unexplainable just  
why the Heavens cheer,  
But I only know that it happens the  
instant that you appear  
So why should I question the fates  
that bring this about,  
The sound and the fury that sing  
from above,

And echo the glory of our love.

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## FOR A PENNY

CHARLES SINGLETON

Darling, darling, darling, if you  
should say we're through  
I would sell my heart for a penny  
'Cause it's worthless to me without  
you

With these arms I hold you, that's  
all I use them for

I would sell these arms for a penny  
If they couldn't hold you anymore

In other words nothing means  
nothing at all

Unless I have you by my side  
Without you my whole world would  
crumble and fall

But with you I'm so satisfied  
Darling, darling, darling, I swear by  
all above

For a penny, for a penny, for a  
penny

I'd give all that I own for your love.

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## (Yes I Need)

## ONLY YOUR LOVE

MAYME WATTS

ROBERT MOSLEY

If I owned a mountain of rubies  
untold

And I owned a castle of bright  
shining gold

Unhappy I'd be unless you were  
with me

Yes, yes, yes I need only your love  
If I head a kingdom of ten million  
strong

And they paid me homage all the  
year long

I'd give it away just to hold you  
each day

Yes, yes, yes I need only your love  
All the wealth in the world not even  
a part

Would I exchange for your precious  
heart

These words are the answer to my  
ev'ry pray'r

Just say that you love me  
I'll be a millionaire, I'll ask for  
nothing more

That's all I'm living for

Yes, yes, yes I need only your love.

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## SAY YES

ROBERT BYRD

Say yes, say yes say you'll go with  
me

Say yes, say yes please put an end to  
my plea

If you want to go with me please  
tell me so

Say yes, say yes 'cause I just gotta  
know

If you go, if you go with me  
Never, never will I say I'm lonely  
and blue

If you go with me never will I say  
I've got a love that's untrue.

If you go with me all the way  
Never, never can you say I didn't do  
my best

Cause this I know all this I know

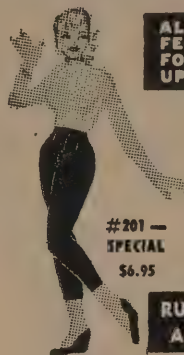
If you just say yes, say yes, say yes,  
say yes, say yes.

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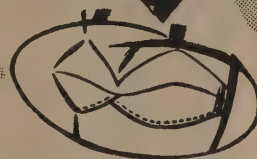
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✿ DODI STEVENS ✿

HIT PARADER sends out a warning to all the male celebrities who have been soaring in with their numerous recording hits. The gals are making their move and you know what happens when the ladies set their minds to do something about something. It seems they've become pretty tired of sitting back and listening while all their "brothers" waxed out the winners. Just glim on over and you'll see that the chicks are finally keeping pace with the chaps and with a bit of added momentum they're liable to zoom way ahead.

Along about a year ago, Connie Francis opened the doors to what seemed like a closed market for femme recording stars—and so the rush began. Patti Page added a few items to the hit charts as did Doris Day and Della Reese. Connie Francis, whose last five MGM platters have all made the "top-ten" category, still paces the way, but more recently other "misses" have been able to score right heavily in the record derby.

A little lass from the West Coast, Dodi Stevens, brightly tells the story about "Pink Shoelaces" and in so doing has become a leading femme charmer. Not yet in her teens, Dodie is showing those big guys how a little girl can





JAYE P. MORGAN

ANNETTE FUNICELLO

# finally makin' the "HITS"

become a big star.

Teresa Brewer, who for quite a while hasn't been able to break through with the smash-type record, finally has a chart maker in "Heavenly Lover" as does Joni James with "There Must Be a Way." Cathy Carr's "First Anniversary" is her first hit etching since scoring with "Ivory Tower" nearly two years ago. Jaye P. Morgan has a double sided hit with "Miss You" and "Are You Lonesome Tonight". "Tall Paul" is the name of one of the hottest records in the country today and it is offered by a lovely little "miss" of song, Annette Funicello, who is known more commonly to the Mickey Mouse Club fans as just Annette. Peggy Lee sings about "her man" and at the same time shows "all the men" how the hits are made. All told, it seems the industry is booming and the "misses" are finally scoring with the hits.

Not only are the femme single performers making noise with the wax winners, but the combines are doing their part to add to the success of the lady chanters. The McGuire Sisters with "May You Always" and The Chordettes with "No Other Arms, No Other Lips" use harmony and warmth to display their talents.



PEGGY LEE



CONNIE FRANCIS

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# "IV" Stars Make Their MARK

It was a warm summer evening, and the Mark IV had been giving-out with their usual hot blend of instruments and vocal. The setting was an ultraswank Country Club in Iowa, with a fashionably dressed crowd sitting at the tables. When the boys had finished their last number, Lee laid down his guitar and stepped to the mike for a closing monolog. As he talked, he blandly took off his black tie, removed his dinner jacket, and threw them at Bob. The ringsiders stared incredulously as Mike and Bill also peeled ties and jackets, tossing them over Bob's head and shoulders. Off came the cummerbunds, the strip-tease calmly continued while the buzz at the tables grew louder. Shoes, socks, shirts—under the pile of clothing Bob was hardly visible now, and the other three were becoming more and more so.

"By the time we got to the trousers those people were screaming," says Lee. "We kicked off the pants and surprised 'em with swim trunks. Then we ran right out the front door to the pool—and half the crowd ran yelling after us."

"It was Bingo night at the Club, which always brought out a bunch of fuddy-duddies," Bob recalls. "I was in on the gag, of course, because after the first show we started thinking up some way to shock them."

"And they weren't such dodos after all," adds Mike. "Several of them hopped in with us, and went paddling around in the water with all their expensive clothes on."

This little incident should give you a fair idea of the uninhibited funsters who make up Mercury's newest recording group—and if it doesn't, their current hit-disc will. Due to the fact that so many U.S. citizens can say, "I Got A Wife", and due to these fellows' ability to put her on wax so that even wives recognize her, millions of marriages will never be without a laugh again.

Concerning their nom-de-platter, the Mark IV, "We get quite a few questions about that. Actually, it just stands for four guys who wanted to make their mark in the music business."

Way back when the four were playing with small dance combos, and snag-

ging an occasional week-end singing date, they called themselves by a fancier name. Then, as happens with so many career-yenning youths, military service for three of them imposed a temporary interruption to their plans. Afterwards, with a feeling of time lost, they found their ideas had changed. There were plenty of established groups with swingy-syllabled titles—a combination such as the Mellow-Fellows, or the Swinger-Dingers, didn't appeal to them. Something short, sharp and really black on the marquees was what they needed.

"In the military everything is labelled with Mark-some-Roman-numeral-or other," explains Mike. "From bullets to cannons to barracks door-knobs, they've all got a Mark IX, or Mark XII, or what have you." The Mark IV sounded natural to us, and seemed to fit a quartet.

All four of these liltin' lads are of Irish descent. Bob Peterson and Bill Thomas, the dark-haired two, playing saxophone and piano respectively, are both Illinois-born of Irish-Swedish parentage. Lee McGeary, he's the tall one who sings the wife's part on you-know-what record, was born in Pennsylvania, and is Irish on both sides. The fourth, Michael John McCarthy for formal, is "Irish on all sides, including inside and out. I won first prize at the Chicago Worlds Fair of '33 as the kid with the most freckles." His parents came from Tralee, Ireland, and he has an Uncle John McCarthy who is Secretary of the Munster Council, voted in for life as a reward for his generalship in the Irish Revolution of 1916.

The touch of Erin accounts somewhat for their inborn music, their humor, both on wax and in person, and for the love of a fight that launched them in the entertainment profession. Bob, Bill and Mike first joined talents when they were schoolmates at Senn High in the Windy City. After graduation, they were playing at a neighborhood night-spot when Lee, fresh from Altoona, Pa., walked in and joined them for a few sets. The three became four, and decided they were good enough vocally to try out some singing arrangements. It would have taken a lot to split them up so soon, but what it took,

Uncle Sam had.

After their various discharges they became a quartet again, but only on Saturdays and Sundays. The other five days, Lee worked as a mail-order clerk, Bob was a sheet metal worker, Bill a slot-machine inspector and Mike a supervisor at a coin machine factory.

"Week-ends we had fun, rehearsing and playing small dates in our amateur way," says Bill, "But every Monday it got harder to go back to our other jobs. Finally we knew that if we believed in our own talent, we had to quit noodling around and give it a full-time try."

"It was a pretty nervy decision," adds Lee. "We realized that in show-business there are no pensions or fringe-benefits—you have to go after the big money and make it, or else. It was a long chance because three of us were married by then, and all of us liked to eat." Now they're happy about the decision they made.

Individually, the fellows are a lot alike in their tastes and habits. They never feel the need to "get away from each other"—when they go their separate ways, it's not on purpose. Lee is a photography fan, when not working he spends a lot of time in the darkroom. All of them are addicted to swimming for exercise; they enjoy spectator sports such as football, baseball and basketball.

Bob is characterized by the others as the "hardest worker" performance wise. Recently when an interviewer asked him, "has your life ever been in danger," Bob replied, "Oh, almost always—". As a strolling saxophonist one of his specialties is to do "Mule Train" standing atop a bar. One night he slipped on the bar, took a nasty plunge to the floor, but got up and went on with the song. The next night, having managed to retain his footing, he was dismayed to learn that several regular customers had complained to the manager that he was "holding out on his act."

"So I put the fall back in for that particular cafe," he says. "Gee, it seemed like the longest two weeks we ever played."

That's the Mark IV, who fought their way to a big-time public—and are aimin' to hang on to it!



## I'M NEVER GONNA TELL

AL HOFFMAN DICK MANNING  
MARK MARKWELLI'm never gonna tell, I'm never  
gonna tell,I'm never gonna tell on you,  
If you don't tell on me little girl,  
I'm never gonna tell on, on you,  
ooh, ooh,Never gonna tell on you.  
Somebody sneaked out late last  
night.When the stars were shinin' and the  
moon was bright.Somebody kissed you tenderly,  
But I ain't sayin' who the guy might be  
Your Poppa didn't know, your  
Momma didn't knowAnd nobody will ever know.  
Because I'm never gonna tell on you.  
Somebody better treat me nice  
And listen to a bit o' good advise.  
Meet me tonight, my buttercup,  
You might be sorry if you don't  
show up.There's so much bliss in a stolen  
kiss,Until you're old enough to say, "I  
do",

Never gonna tell on you.

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Publishing Corp.

## LITTLE QUEENIE

CHUCK BERRY  
I got lumps in my throatWhen I saw her comin' down the  
aisle,I got the wiggles in my knees  
When she looked at me and sweetly  
smiled.There she is again, standin' over by  
the record machineLookin' like a model on the cover of  
a magazine.She's too cute to be a minute over  
seventeen

Meanwhile I is thinkin'.

She's in the mood, no need to break  
it,I got a chance, I oughtta take it  
If she'll dance, we can make it.

Come on, Queenie, let's shake it!

Go, go, go, little Queenie

Go, go, go, little Queenie,

Go, go, go, little Queenie.

If this is a slow song, we'll omit it,

If this is a rocker, that'll get it,

And if it's good, she'll admit it,

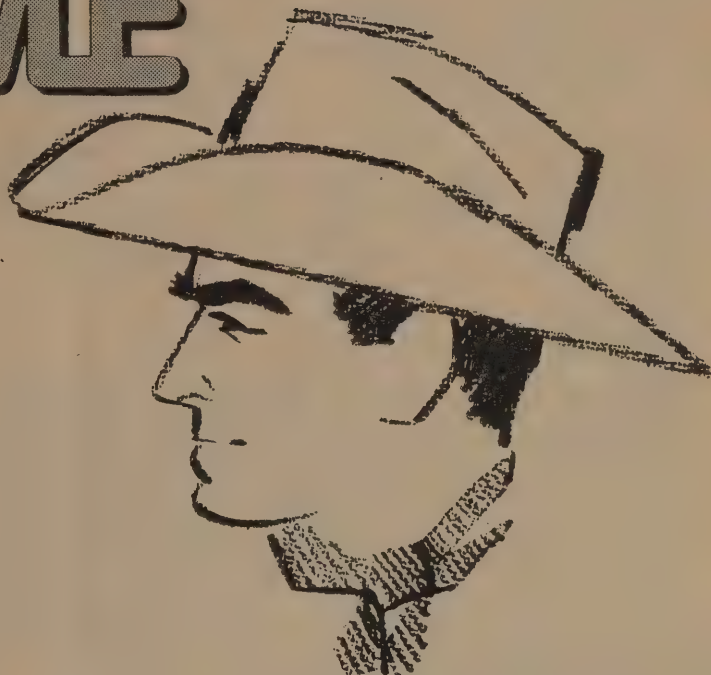
Come on, Queenie let's get with it!

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## DOWN BY THE RIVERSIDE

EDWIN HOWARD BILLY RILEY  
JACK CLEMENTI'm gonna slip on my boppin' shoes  
Down by the riverside, down by the  
riverside, down by the riversideI'm gonna slip on my boppin' shoes  
Down by the riverside, gonna worry  
'bout you no moreWell I ain't gonna worry 'bout you  
no moreAin't gonna worry 'bout you no  
moreAin't gonna worry 'bout you no  
more

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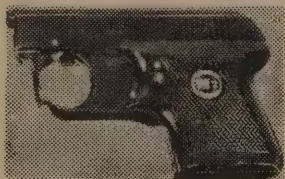
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## MOONLIGHT SERENADE

MITCHELL PARISH

GLENN MILLER

I stand at your gate

And the song that I sing is of moonlight,

I stand and I wait

For the touch of your hand in the June night,

The roses are sighin' a moonlight serenade,

The stars are aglow and tonight How their light sets me dreaming,

My love, do you know

That your eyes are like stars brightly beaming?

I bring you and sing you a moonlight serenade.

Let us stray till the break of day

In love's valley of dreams

Just you and I, a summer sky,

A heavenly breeze kissing the trees,

So don't let me wait,

Come to me tenderly in the June night,

I stand at your gate

And I sing you a song in the moonlight,

A love song, my darling,

A moonlight serenade.

Copyright 1939 by Robbins Music Corp.

## TELLING LIES

EARL C. PALMER

ANTOINE DOMINO

You've been telling me lies and I know it

There's no love in your eyes 'cause they show it

'Cause ev'ry time I hold you in my arms

You just lie, lie, lie, lie, lie.

You said you wanted me for your honey

But all you wanted was my money

You didn't even try to make me satisfied

You'd just lie, lie, lie, lie, lie.

You know you made me love you

When you rolled those great big eyes

Although I didn't know it

They were only stirring up lies

You've been doing me dirt and you hide it

I know I can't live 'cause I've tried it

So just as long as you hold me in your arms

You just lie, lie, lie, lie, lie.

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## WHEN THE SAINTS GO MARCHING IN

DAVE BARTHOLOMEW

ANTOINE DOMINO

Oh when the saints go marchin' in

Oh when the saints go marchin' in

I want to be in that number

When the saints go marchin' in

Oh when the sun refuses to shine

Oh when the sun refuses to shine

I still want to be in that number

When the sun refuses to shine

Oh when the saints go marchin' in

Oh when the saints go marchin' in

I'm goin' to sing as loud as thunder

Oh when the saints go marchin' in.

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## HEAVENLY LOVER

(Al Chiar Di Luna Porto Fortuna)

HAL DAVID

A. TESTA

C. A. ROSSI

Heavenly lover, heavenly lover

Somebody sent you from heaven

And meant you for no one but me

Heavenly lover, heavenly lover

All of your kisses are telling me

This is the way it should be.

When I caress you oh, oh, oh, oh

How you excite me oh, oh, oh, oh

Holding you tightly, holding you

tight

Sets me on fire

Just to impress you oh, oh, oh, oh

With my devotion oh, oh, oh, oh

I'll swim an ocean, ocean of love if you desire

Here we are under a star getting the feel of love

Heart to heart never apart

Head over heels in love

Now that I've found you oh, oh, oh, oh

I'll never lose you oh, oh, oh, oh

Heavenly lover, heavenly lover

Somebody sent you from heaven

And meant you for no one but me

Heavenly lover, heavenly lover

All of your kisses are telling me

This is the way it should be

When I can be.

Al chiardi luna porto fortuna

E questa sera io voglio portare fortuna anche-a te!

Al chiar di luna porto fortuna

E questa sera io voglio portare fortuna anche-a te.

In riva al mare oh, oh, oh, oh

Fattitrovar, oh, oh, oh, oh

Senza parlare, senza parlar ti bacero

La fra le stelle, oh, oh, oh, oh

I'orsa mag iore oh, oh, oh, oh

Dice che-e bello oh, oh, oh, oh fare all'amor.

Con un si ti sembra ra tutto piu facile

E il mio amor t'insegnera che-e bello vivere

In riva al mare oh, oh, oh, oh

Fatri trovare, oh, oh, oh, oh

Al chiar di luna porto fortuna

E questa sera io voglio portare fortuna anche-a te

A' chiar di luna porto fortuna

E questa sera io voglio portare fortuna anche-a te!

In rivaal te!

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## STAR LIGHT, STAR BRIGHT

JOHN S. MARASCALCO

Star light, star bright shine down on me

Send back my baby back home to me

First star I see in Heaven tonight

Send back my baby to hold me tight.

I know this waitin' can drive a man down on his knee.

But I'll keep waitin' until the day you come home to me

Star light, star bright please hear my plea

Send back my baby back home to me.

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# Your Favorite Radio & Television Disc Jockeys from Coast to Coast!

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LARRY  
JONES

ART  
BROWN

DICK  
CO-ETTE

WDEW

WDEW, on December 1st celebrated its first anniversary. WDEW serves western Massachusetts and the Connecticut valley with one thousand watts at 1-5-7-0 on your radio dial — otherwise known as the bright and happy spot on the dial.

WDEW is a daytime station, on the air from sunrise til sunset with music, news and sports. The music is what could be described as the happy medium — top tunes, up and-coming new releases and familiar favorites of past months or years, moving along at a brisk pace throughout the entire day. Larry Jones, Jay Durkin and Dick Bescia keep the music spinning and a host of listeners happy throughout the day. This music, news and sports is a combination fast becoming a favorite in WDEW land.

Larry Jones is around each afternoon from 1:30 til sign-off time and has been a favorite for years in New England — including Massachusetts, Connecticut and Rhode Island. Larry, or "LJ the DJ," is originally from Brockton, Massachusetts.

Taunton and Fall River, Massachusetts were the first stops on the Jones express where he handled staff duties and weekend music. Then, on to a mid-morning slot at WERI in Westerly, Rhode Island where the music went 'round and 'round for one year. The old adage, "Go West Young Man, Go West" applied next with a move to a new station in Old Saybrook, Connecticut and afternoon music for a one year stand. Hartford, Connecticut was next on the travel tour of New England where Larry handled top forty music at station WPOP. From there to the present situation at WDEW in Westfield,

WDEW 1-5-7-0

The Bright, Happy Spot on the Dial



Massachusetts, just a short distance to Springfield and Hartford.

"LJ the DJ," is station manager and takes charge of afternoon music. He is first in his stand against programming any one kind of music — all day it's a complete variety of music, something for everyone. The formula is paying big dividends in listeners. In WDEW land you won't find many radios not at 1570 when "LJ the DJ" is spinning 'em out.

Jay Durkin is a familiar name in western Massachusetts and WDEW land. Jay is a lifelong resident of Westfield and is on the air each day from 10:00 til 12:30 with WDEW music so popular everywhere. Jay has gained his experience in the area with WACE in

Chicopee and WREB in Holyoke. Upon graduation from high school, he was a sladesman in his dad's garage before deciding to concentrate on the radio business. Jay goes for the music with the big beat and several nights during the week it's record hop time for the "king of swing".

Dick Bescia denotes as the morning music maker and sports director of new sound radio. He also wails on with "jazz overtones" as feature music. Dick's taste runs toward jazz and the names Sinatra and Fitzgerald are frequently heard during his time on the air. But, like the other music makers at WDEW, he programs a variety of music including the top tunes of the day.



Popular dee jay Jay Durkin is said to have one of the greatest "radio voices."



Larry Jones is caught picking discs for his entertainment afternoon show.



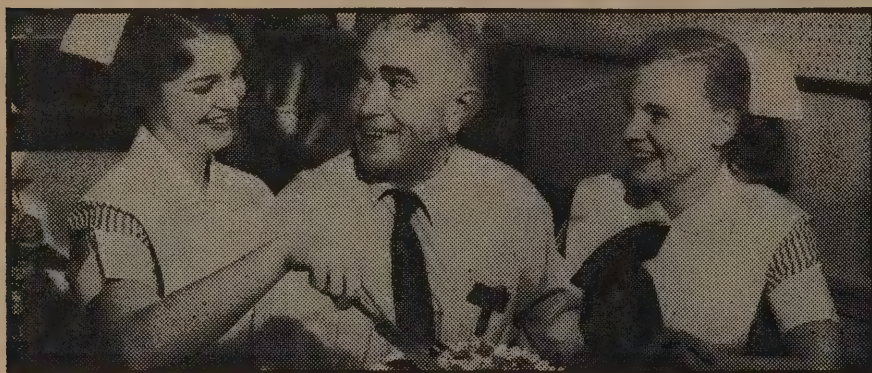
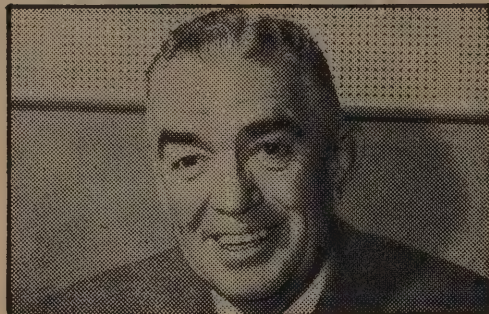
Dick Bescia poses for the H. P. cameraman and the WDEW d. j. is spotlighted here.



# THE CAPITAL'S MAN ABOUT TOWN



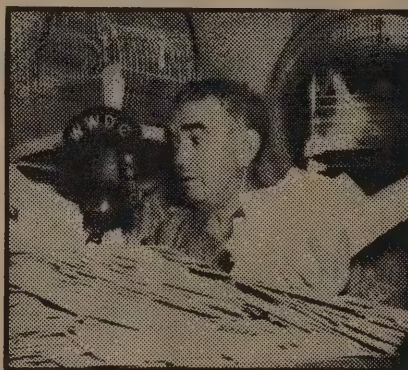
## Art Brown



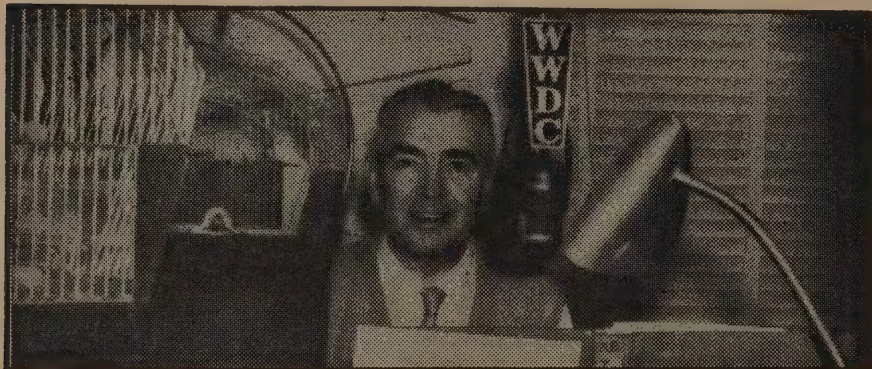
A couple of nurses from the New Hospital Center in Washington D. C. joined in the open house birthday celebration for popular WWDC morning Personality, Art Brown.



Lots of fun at WWDC. As you can see Art and Fred Fiske "cut it up."



Art is weighed down by over 2000 birthday cards from his faithful listeners.



A unique touch is added by Art Brown's talent on organ, celeste and piano, as pictured, with harmonizing chirps offered by his canaries, Sonny and Luther.

"The Capital's Man About Town" is none other than talented Art Brown, a veteran disc jockey at WWDC for 23 years. Art is WWDC's morning man (6:00 to 10:00 AM, Monday thru Saturday) who just recently celebrated his 23rd year in radio. Like that famous "Old Man River", Art Brown just keeps rolling along - picking up loyal listeners and sponsors. Unlike "Old Man River", Art does say something and does do plenty. For more than twenty three years, Art's been Washington's man of the morning.

When Art first went on the air in the Capital, his hottest competition came from a red-head named Arthur Godfrey. "I finally drove Godfrey out of town, but it was a hard fight," grins Art, who runs neck-and-neck for ratings with Godfrey's morning network show. To Washington officialdom, men-on-the-street and women-in-the-home, Art is a friend of long standing. Each December, at the annual Art Brown Birthday Party, listeners troop through the station to bring gifts and greetings and to donate money for Art's favorite charities. "These parties make me feel old and young at the same time", says Art. You begin to wonder, when listeners and friends bring along their grandchildren.

Born in Granville, New York, reared in Burlington, Vermont, Art first stepped on stage in high school, and met his wife Bertha in the process. He played Romeo to her Juliet, then married her, thirty-six happy years ago. In 1919, he turned professional in a minstrel show and, ten years later, began hitting the big time as a theater organist. This led him to radio in Norfolk in 1934 and, a year later, to Washington.

Off the air, Art's fishing is more than just a hobby. In nearby Silver Springs, Maryland, the Browns own a fishing supply shop called Art Brown's Tackle Box. Art also supplies WWDC with flowers all year long, from the garden he grows around his seven-room Dutch colonial home in Silver Springs. Art's never been tempted to head for the so-called "big time" in New York. "The street lamps don't talk to you in New York like they do here," he says. "In Washington, the street lamps and people recognize you. The pay is less, but the living is more."

A veteran weather predictor, Art layed aside the Almanac and revised his format by inviting listeners to cash in on their weather predictions.

It was called Operation Deepfreeze, a contest directed to only those who were concerned with the weather. The listeners needed only to send in the time and date when they thought the first freeze would hit the Washington area. The person who came the closest to the time of 32 received a transistor radio from WWDC. The next then closest received top name record albums.

Even while bed-ridden Brown could not be kept off the air. A special radio line was installed in his home and Morning Personality Art Brown originated his show direct from his boudoir. Art takes top honors for having the show with the highest ratings according to listener survey. Art is a perennial favorite and his popularity has been consistent and growing - a tough record to maintain in this highly competitive business.



## OHIO'S MAYOR OF MUSIC

One of the youngest, the brightest and the most aware disc jockeys in the business today is "Ohio's Mayor of Music", Mr. Dick Co-Ette. He's a busy deejay about town, handling from three to four record hops a week plus five hours on the air six days a week. Dick has always done out-standing work with the teen set. His great popularity with them is proven time and time again. For instance, just recently Dick moved from Radio Station WAVI in Dayton, Ohio to station WVKO in Columbus where he received a letter containing a petition requesting him for the next teen record hop. There were 400 signatures on this petition. Therefore, Dick journeyed back to Dayton to do the hop for his many avid, loyal teenage fans. Also from this station he received ratings that gave him the number one show in Dayton by a very wide margin.

Dick is the first disc jockey in the country to have converted a portable Stero Hi-Fi record set for teen hops. The Stero he converted is the new Motorola portable to which he made a very few big changes for this purpose.

In 1956 Dick was heralded in Deejay magazine as, "Crown Prince of Iowa Disc Jockeys." Then in 1957, while working for station KSMN, in Mason City, Iowa, he was awarded a plaque by the Mayor of Mason City, which honored him as "Iowa's Top D.J. for '57". Inscribed on the plaque were the words: "On Behalf of the State of Iowa, for outstanding service to our teenagers, To Dick Co-Ette, Iowa's Outstanding Disc Jockey for 1957". Besides this Dick has had writeups in seven different national publications.

Getting a little on the personal side now, our versatile deejay is 25 years old, married and has four lovely children. He served Uncle Sam in the Air Force for four years then started radio school immediately upon his discharge in 1953. Since completing school at Brown Institute in Minneapolis, he has worked for Radio Stations KTRF in Thief River Falls, Minnesota, KLIZ in Brainerd, KJAN in Atlantic, Iowa, KSMN in Mason City, WAVI in Dayton, Ohio and now WVKO in Columbus, Ohio.

Back a few lines we said "versatile" Mr. Co-Ette and that's exactly what we mean. Adding to his already numerous achievements, Dick has written several books on poetry, radio shows, and commercial copy. He's done narrative work on dramatic shows and poetry programs. He's been a commercial announcer, news director, salesman, production manager and disc jockey. Through all of this he has found the one thing he loves, being a disc jockey — and plans to continue this work as long as he is able.

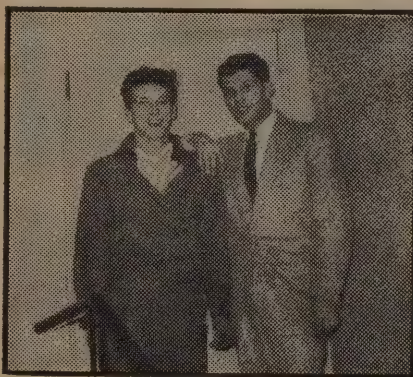
Dick has never been fired from a job. His reasons for leaving an employer were for better positions and higher pay. He has been an excellent worker in every place of employment.

There have been, for many years, thousands of fan clubs for most of your movie and recording stars. It's very seldom you ever hear of a disc jockey fan club. Just recently a few have been popping up and our "Mayor of Music", Dick Co-Ette, has not just one, but three fan clubs. This only goes to prove that he certainly is the teenagers choice when it comes to spinning the platters on the air and at hops.

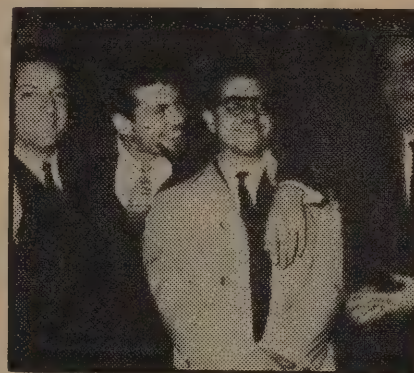
Dick Co-Ette, who has garnered many awards for civic and entertainment functions, is hereby being presented the HIT PARADER award for "The Disc Jockey Most Likely To Attain National Fame In 1959."



A customer stops in to make a purchase and to catch a glimpse of personable Dick Co-Ette. Dick surprises her and has her say "Hi" to the listening audience.



Dick Co-Ette Emceed a giant show in which he presented Gene Vincent as the star.




Dick joins some Les and Larry Elgart Bandmen during an "after show" celebration.



Dick Co-Ette is extremely well known for his many successful remote broadcasts direct from business establishments in town. Business booms when Dick broadcasts.



# MEET



# ALVIN

# DADDY

I was born in Fresno, California, on January 27, 1919. Fresno is the largest grape and raisin growing center in the world. There are some people there too. Some of these people are my family.

My father was a grape grower and so it seemed logical (to my father) that I become a grape grower. At the age of 19 I decided that farming was a wonderful life for my father—I had been going to the local College trying to find out how not to be a grape owner, but I couldn't find any answers so I left Fresno and went to New York and became an actor.

I played the Pin Ball Maniac in Saroyan's "The Time Of Your Life." It wasn't too tough getting the job—Saroyan and I are first cousins. I played the part of the Pin Ball Maniac for nearly two years and after the show closed, I became the assistant stage manager of a show called "Loves Old Sweet Song." It was a wonderful play and its star was Walter Huston. Most of the critics knocked it, so the show closed after three weeks. During this period, Saroyan and I were driving from New York to Fresno and wrote the song "Come On-A My House." It was my second attempt at song writing. The first was a song I wrote when I was 16 while working in my father's vineyard. It was called "Nuts To You."

I spent the following four years in the Air Force and spent one year in England and one year in France—after the war I went back to Fresno and found a beautiful girl who's name is Armen and married her. I had decided by this time that maybe my father had been right, so I went into the business of grape farming. Armen stuck it out with me and after a full year of frustration, I harvested the grapes only to find the bottom had fallen out of the market. Armen and I ate a lot of grapes that year.

Later we moved to Los Angeles. We had 200 dollars—two children—and an unpublished song called "Come On-A My House." I kept singing the song to anyone who would stand still long enough for the first chorus and pretty soon Columbia records heard about it and Rosemary Clooney recorded it. I started getting acting parts in pictures and while I was acting I was writing songs. I wasn't nominated for any Academy awards, but some of the songs I'm told were pretty good.

So I kept right on writing and finally came up with a few hits like "Witch Doctor", "The Chipmonk Song" and now "Alvin's Harmonica".

## I GOT A WIFE

MASCARI

WENZLAFF

I got a wife at home  
I got a wife at home  
I got a wife—she's the apple of my life  
But I wish she would leave me alone.  
When I hear hang your clothes up  
Wipe your feet off  
Goodness sakes don't slam the door  
Fix your sox, dry those dishes  
Can't you do a single chore  
Hang the picture, set the table  
Don't drop ashes on the floor  
Heat the bottle, change the baby  
You don't love me any more.  
He don't love her any more  
There he goes right out the door  
He'll be back 'bout half 'bought eight  
And then'll she'll start right in again.  
Tack the shade up, wash the windows,  
Wipe the handprints off the door  
Change the light bulbs, scrub the bath tub  
Pick the toys up from the floor  
Tape the lamp cord make some coffee  
Burn the garbage, oil the door  
Get the kids and call my mother  
You don't love me any more.  
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## DANCIN' IN THE STREETS

JOHNNY LEHMANN

STAN LEBOWSKY

There'll be laughter in the town  
All the folks will come from miles and miles around,  
There'll be music in the air  
Happy people gaily singin' ev'rywhere.  
Oh they'll be dancin' in the streets  
Oh they'll be dancin' in the streets  
On the day you say I do  
And I say the same to you.  
While they dance beneath the moon  
We'll start our happy honeymoon  
Friends and folks are pleasant but who wants them present  
On the night when two in love are wed.  
I won't be a-miss if we hide away and steal a little kiss  
And thru all the years ahead  
We'll recall the happy day when we were wed.

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## CHIP CHIP

E. QUINN

R. LEVISTER

Well chip chip chip went the little bird,  
Zing zang zoo went my heart,  
And my dear from this I knew that we would never part  
The way you walk and the way you talk,  
You've got me hypnotized,  
The way you dance and the way you prance,  
Makes my blood rise.  
You are my love, you're my one and only,  
You are my love, without you I'd be much too lonely.

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## CHARLIE BROWN

JERRY LEIBER

MIKE STOLLER

Fee fee fi fi fo fo fum  
I smell smoke in the auditorium,  
Charlie Brown, Charlie Brown,  
He's a clown, that Charlie Brown,  
He's going to get caught, just you wait and see,  
"Why is ev'rybody always picking on me?"  
That's him on his knees, I know that's him yelling,  
"Seven come eleven" down in the boys' gym.  
Charlie Brown, Charlie Brown,  
He's a clown that Charlie Brown,  
He's going to get caught, just you wait and see,  
"Why is ev'rybody always picking on me?"  
Who's always writing on the, walls?  
Who's always goofing in the hall?  
Who's always throwing spit balls?  
Guess who? "Who, me?" Yea, you!  
Who walks in the classroom cool and slow?  
Who calls the English teacher "daddyo"?  
Charlie Brown, Charlie Brown,  
He's a clown that Charlie Brown,  
He's going to get caught, just you wait and see,  
"Why is ev'rybody always picking on me?"  
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## FOR YOU MY LOVER

(Io Sono Il Vento)

AL STILLMAN G. C. TESTONI FANCIULLI

For you, my lover, I would do anything,  
Ev'rything under the blue,  
I would do anything that you may want me to do  
Let me do all you want me to do.  
For you, my lover, have in your kisses  
The power to give me a thrill,  
Have in your kisses the power to weaken my will  
What a thrill when you weaken my will!  
Your wonderful touch is really too much!  
If you loved me the way that I love you,  
What a world, what a beautiful world it would be.  
If you told me you always would hold me  
In your arms, what a beautiful future for me!  
For you, my lover, I would go ev'rywhere,  
Anywhere, out of my way; anything you would command  
I would gladly obey, I would say all you want me to say  
But never goodbye, no never goodbye, oh never goodbye!  
For you, my lover, oh never goodbye.

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TAB HUNTER  
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GEORGE NADER  
JERRY LEE LEWIS  
EDDIE FISHER

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DEBBIE REYNOLDS  
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JAYNE MANSFIELD  
MARILYN MONROE  
DIANA VARI  
DORIS DAY  
WILL HUTCHINS  
DALE ROBERTSON  
TONY CURTIS

ALL

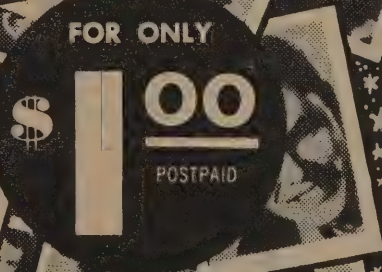
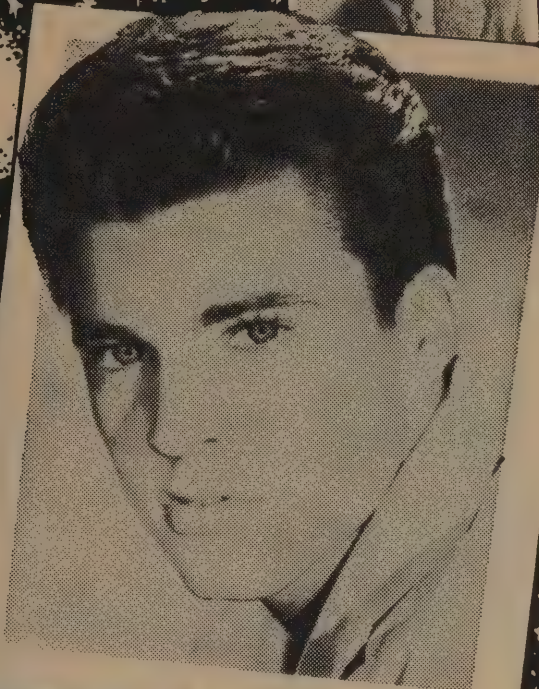
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# Rock 'n' Roll's Part on the "Pop" Scene



**Lloyd Price**



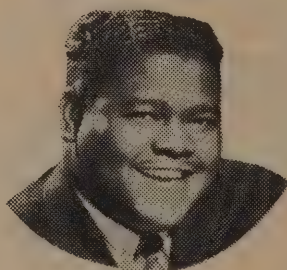
**Fabian**



**The Coasters**



**Bobby Darin**



**Fats Domino**

Well, what happened to that "fad" everyone was shoutin' about? They said it would last only a short while. Rock and Roll couldn't last. That statement seems pretty ridiculous right now. Five years have passed us by and nary a day has slipped through without a new Rock and Roll etching hitting the charts, proving that the music with the beat is not only playing a tremendous part in today's pop scene, but it's very definitely here to stay.

Adding to the strength of Rock and Roll music, on the current market, are such fabulous stars as Bobby Darin with his "Plain Jane", Fats Domino with his "When The Saints Go Marching In", Lloyd Price with "Stagger Lee" and "Where Were You (on Our Wedding Day)", the Coasters with "Charlie Brown" and Fabian with "I'm A Man" and "Turn Me Loose."

With such great artists as the aforementioned, and the tremendous spirit of the items they render, it's no wonder that Rock and Roll is playing such a huge part on the record scene. And now, the big beat followers have the last laugh on those "contrary folks" who refused to accept Rock and Roll.

As we look to some of the more current record releases, we find many new big beat entries fast making their way up the charts to the heralded hit spots.

## ALMOST GROWN

CHUCK BERRY

Yeah, I'm doing all right in school,  
They ain't said I've broke no rule,  
I ain't never been in dutch,  
I don't browse around too much  
Don't bother me, leave me alone,  
Anyway I'm almost grown.  
I don't run around with no mob,  
I got myself a little job,  
I'm gonna buy myself a little car  
I'll drive my girl in the park  
Don't bother me, leave me alone,  
Anyway I'm almost grown.  
I got my eye on a little girl,  
Ah, she's really out of this world,  
When I take her out to a dance,  
She's gotta talk about romance,  
Don't bother us, leave us alone,  
Anyway we're almost grown.  
You know I'm still livin' in town,  
But I done married and settled  
down

Now I really have a ball  
So I don't browse around at all.  
Don't bother me, leave me alone,  
Anyway I'm almost grown.  
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## IT'S JUST A MATTER OF TIME

CLYDE OTIS

BROOK BENTON

BELFORD HENDRICKS

Some day, some way, you'll realize  
That you've been blind yes, darling  
You're going to need me again  
It's just a matter of time  
Go on, go on until you reach the  
end of the line  
But I know you'll pass this way  
again  
It's just a matter of time  
After I gave you ev'rything I had  
You laughed and called me a clown  
Remember in your search for  
fortune and fame,  
What goes up must come down I  
know

I know that one day you'll wake up  
and find  
That my love was a true love  
darling,

It's just a matter of time.

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## FIRST ANNIVERSARY

SCHROEDER

WAYNE

Look at you, look at me,  
See the way we glow.  
Who'd believe that we just met one  
week ago.  
This is our first anniversary,  
Gee the time went fast.  
This is our first anniversary,  
But with ev'ry kiss we know, we  
know  
It won't be the last.  
Take my hand, hold me close,  
It's a special day.  
Goodness knows we've got so much  
to celebrate.

When we met, when we danced,  
I just knew somehow,  
We'd be here this way and you'd be  
sayin' now.

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## THANKS A LOT

CHARLIE RICH

You're tellin' ev'ry one in town  
That I don't treat you right  
You even say I stay away  
And don't come home at night  
I'm losing you and you are all I've  
got

Thanks a lot, thanks a lot.  
It seems you like to hurt me  
And you know I'm good to you  
I'd give you anything I own  
Do anything you want me to  
Well now you've really got me on  
the spot

Thanks a lot, thanks a lot  
Still I would forgive you if you let  
me

I'd be glad if we could try again  
But it seems that you're just out to  
get me

And it looks as if you're just about  
to win

No matter what you do I always  
will love you

And you will never know how it  
hurts to see you go

And for callin' me those things you  
know I'm not

Thanks a lot, thanks a lot.

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## CIAO, CIAO BAMBINA

(Chiw, Chiow, Bambeena)

MITCHELL PARISH D. MODUGNO VERDE

Violins played by the wind are  
crying,

Softly the silvery rain is sighing,  
Slowly the flame of our love is dying,  
It rains on our love and we must  
part.

Ciao, ciao, bambina, the rain is  
falling,

Once more I kiss you and then  
goodbye,

Our love was just like a fairy story,  
But all its glory must pass us by,  
Are raindrops trembling upon your  
face, dear,

Or are they teardrops for the love  
we knew?

Ciao, ciao, bambina, my heart is  
calling,

While rain is falling I cry with you.  
Ciao, ciao, bambina.

Mille violini suonati dal vento,  
Tuttii colori dell areobaleno

Vannoa fermare una pioggi.  
d'argento,

Ma piove, piove, sul nostro amor!

Ciao, ciao, bambina un bacioam cora  
e poi per

E poi per sempre ti perdero.

Come una fiaba l' amore passa,

C'era una volta poinon c'e piu.

Cos' e che trema sul tuo visino' j

E pioggiaio pianto dimmicos'e.

Vorrei trovare parole nuove,

Ma piove, piove sul nostro amor.

Ciao, ciao, bambina.

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# Surprise Record Of The Year

Most of all, with the mad frantic turmoil of Rock and Roll, no one ever dreamed that a record strictly on the jazz kick, would turn into a nationwide best seller. But then, the record business is so unpredictable that it is most difficult to determine what kind of a record the next hit will be. One would least of all expect Ray Anthony's "Peter Gunn" to take a top position on the charts. Yet the record "Peter Gunn" and the man responsible for the hit, Ray Anthony, are soaring to new heights.

"Peter Gunn," of course, was taken from the theme song of the TV show "Peter Gunn". Each program has somewhat of a jazz flavor and Ray Anthony who has long been termed a maestro of those "musical sounds" made good



RAY ANTHONY

use of this popular detective mystery theme.

Mr. Anthony is a veteran himself of the TV scene, having his own show a short while back. He's also a veteran of the picture bit adding several movie roles to his credits.

Ray, who for many years has been referred to as "the young man with a horn", ascended to his position as a band leader of America's top dance band via one of the greatest succession of record hits in the history of the recording industry. His tremendous recording success proved a big boon to the entire dance band business for it encouraged other recording companies to put greater emphasis on dance bands than ever before. And now, with "Peter Gunn", Ray Anthony can truly "take a bow" for having broken through the Rock and Roll barrier with another instrumental waxing.

## BECAUSE YOU'RE YOUNG

HUGO PERRETTI LUIGI CREATORE

Because you're young, the whole world's watchin',  
The whole world's watchin' ev'rything you do.

Because you're young, the whole world's waitin',  
Anticipatin' wondrous things from you.

Because you're young, you may do foolish things,  
Go on and have your flings, they'll understand.

And yet they say don't go too far astray  
The future of this world is in your hands.

And so because you're young, the whole world's prayin',  
The whole world's prayin' that you'll find the way

And there you are, with your arms reaching for a star,  
And that star isn't very far, just because you're young.

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## CINDY LOO

NORMAN SACHS FRED ANISFIELD

Cindy Loo my Cinderella,  
Gotta make you mine by twelve o'clock,

Say the word and I'm your fella  
Cindy Loo.

That old clock won't stop, stop a-turnin'

And at twelve tonight the dance is thru,

My poor heart won't stop, stop a-yearnin' Cindy Loo.

You've had me swingin' on a star right from the start,

You've got the one and only smile that lights my heart,

Together we could make the dream of love come true.

Cindy Loo, tellin' you that one fine day

You're gonna love me and I'll walk, walk alone until you do;

Be my angel Cinderella, Cindy Loo.  
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## WHO ARE YOU?

RONNIE SCALAIR BOBBY FRANK

Who are you? we never saw you.  
Where did you come from? do you have someone?

Who are you? the gang would like to know.

Who are you? the kids are wond'rin'.

When did you come 'roun', into our big town?

Who are you? the gang would like to know.

Saw you at the soda shop,  
Saw you at the Friday hop,  
See you ev'rywhere it seems,  
I even see you in my dreams.

Who are you? we'd like to know

If you're goin' steady  
'Cause if you're ready

We're with you, the gang would like to know.

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## IF I DIDN'T CARE

JACK LAWRENCE

If I didn't care  
More than words can say,  
If I didn't care,  
Would I feel this way?  
If this isn't love,  
Then maybe I'm wrong;  
But why do I lie awake all night  
And dream all day long?  
If I didn't care,  
Would it be the same?  
Would my ev'ry pray'r begin and end with just your name?  
And would I be sure that this is love beyond compare?  
Would all this be true if I didn't care for you?

Copyright 1939 by Chappell & Co., Inc.

## A TOUCH OF PINK

DIANE LAMPERT RICHARD LORING

She'll be like moonlight and roses  
In her gown of fluffy white.  
I'll dance with an angel all the night.

She'll look so young and so fair  
With a ribbon in her hair.  
And on her cheek a touch of pink!  
A touch of pink on her cheek  
A touch of red on her lips,  
A touch of blue in her eyes,  
To match the blue, blue skies!  
A touch of pink! a touch of red!  
A touch of blue to show her love is true!

She'll be an armful of heaven  
When I take her for my bride.  
I'll hold her forever by my side.  
We'll have a house white and neat  
And the sound of little feet.

And all around a touch of pink!  
Unpublished Copyright © 1958 by Northern Music Corp. Copyright © 1959 by Northern Music Corp.

## PRETTY GIRLS EVERYWHERE

EUGENE CHURCH THOMAS WILLIAMS

Ev'rywhere I go I see a pretty girl  
Ev'rywhere I go I see a pretty girl  
Pretty girls, pretty girls ev'rywhere.  
If I make it to the beach  
There's a pretty girl there  
You know they knock me off my feet

Them pretty girls there  
Pretty girls pretty girls ev'rywhere.

If I make it to the park  
There's a pretty girl there  
A hot eyein' in the dark

And there's a pretty girl there  
Pretty girls pretty girls ev'rywhere.

If I make it to the show  
There's a pretty girl there  
Even at the rodeo

They come on horses  
Pretty girls pretty girls ev'rywhere.

Ev'ry road I walk  
Ev'ry street and trail  
Even when I see

Mermaids ridin' on a whale  
Pretty girls, pretty girls ev'rywhere.

If I make it to the park  
A hot eyein' in the dark

And if I make it to the show  
Even at the rodeo

Pretty girls pretty girls ev'rywhere.

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# what's this stuff

## WHAT'S THIS STUFF CALLED STEREO?

You've been hearing a lot about stereophonic sound on records. It's being widely discussed, widely written about, and probably widely misunderstood. Actually it can't help but be. Stereo sound is the latest step in an improvement process that began about 8 years ago. When you hear it, you enjoy the highest achievement yet in the art of recording.

What is it?

Let's go back to the beginning. Before stereo recording techniques were developed, the impulses of music were picked up in a recording studio by only one microphone. These impulses were then fed to one tape, and from there to the conventional, monaural record, which you heard in your living-room through one loudspeaker. The conventional record offered brilliant sound and exciting sound, but, of necessity, it also offered only one-dimensional sound.

Now, the simple and obvious fact remains that we all have two ears, and we are used to hearing things dimensionally. Generally speaking, your left ear has a tendency to hear what goes on in the left side of a room. Your brain then does two jobs. It combines both the impression received by the left ear and that received by the right ear into one total impression which we call music. At the same time, it retains the spatial or dimensional impression, music to the left and music to the right.

Let's compare hearing to seeing for a moment. You see images on your left with your left eye, images on the right with your right eye. Yet, because your brain can do two jobs at once, you get a total unified picture in its true perspective.

Stereo sound is simply the attempt to give you music as it is heard by both ears. Essentially, what happens is that two microphones, left and right, pick up what goes on in the orchestra at the recording session. These two microphones feed the musical impulses to two soundtracks on tape. The two sound tracks are then pressed into the grooves on a stereo record.

The sound from a record partly depends upon how the needle moves or vibrates. For example, when Edison designed his phonograph to play cylindrical records, he made the needle vibrate up and down. This is called the "hill and dale" system, or vertical cutting.

On a conventional, monaural record, however, the needle moves from side to side, or laterally. The lateral movement has been used ever since the flat record replaced Edison's cylinder.

What about the stereo record? Each groove on a stereo record has two soundtracks cut into it and they are cut into both laterally and vertically. In order to pick up the two soundtracks, a stereo needle capable of moving complexly has been developed; it vibrates both laterally and up and down. Simultaneously, the lateral movement picks up one channel of recorded sound, the vertical movement the other.

The two channels of sound picked up by the needle are then unscrambled by the stereo cartridge. The cartridge directs them into separate amplifier circuits, where they are magnified and fed in turn into two separate loudspeakers. The two speakers finally translate the musical impulses into intelligible sound which you hear in your living-room stereophonically.

The net of it is an overlapping and blending which gives music a more natural, more dimensional sound. For the first time, your ears will be able to distinguish where each instrument and voice comes from—left, right or center. In short, enveloped in the solid sound which stereo offers you will hear music in richer, truer perspective.

## STEREO: RECORDING ARTISTS BETTER NOT MAKE A MISTAKE

by George R. Marek

Vice-President and General Manager  
RCA Victor Records

The scene is Recording Studio No. 2. The musicians were listening to the playback of the fifteenth attempt to produce the sound the musical director wanted from them. Ordinarily, the boys would have been bored and perhaps a

little cross by all that repetition; now, though they were tired; they listened keenly to the stereo playback. Why this interest? Well, they were hearing themselves as they really sounded and they were hearing themselves in new clarity; they picked out their particular instruments in the ensemble and they could hear whether they were over- or under-emphasized in the total. In short, they were all "stars" in an all-star cast. This was not a special case: stereo has made all musicians more particular about the sounds they make.

For there is no hidin' place down there—in stereo. The new sound not only presents new opportunities but it also presents a new challenge to the artist. Recording, because of its quality of permanence, its quality of, so to speak, engraving art for eternity, has always put the artist on his mettle. But now recording has become even more difficult for the artist. Deviations from the best, which in the concert hall would pass unnoticed in the excitement of the moment or through the personal magnetism of the virtuoso, now become almost brutally obvious.

The first and most apparent advantage is the directional quality of stereophonic sound. The violinists who sit on the left are heard in your living room playing on the left, and the kettledrum which bangs out the rhythm and accentuates the excitement on the right is heard on the right.

So you can put the musical instruments where they were in the original performance. When you do that you come closer to the *illusion of the original performance*. Of course, that helps the listeners enjoyment; the sound seems to be three-dimensional.

You can also move things around so that Harry Belafonte, or Perry Como or Elvis Presley can stride up and down the living room stage. Or the Ames Brothers can be divided and two voices can sing against two, in statement and response. Or in opera the stage performance can be approximated by having the baritone-villain mutter his imprecations on the right—while the two lovers whisper melodious nothings under the linden tree on the left.

But there is much more to this sound than movement. What stereo is, to put



Cesare Valletti, Georgio Tozzi, Roberta Peters and Robert Merrill perform naturally, while recording the new RCA Victor stereo production of "The Barber of Seville."



Erich Leinsdorf and Roberta Peters listen to stereo playback of "The Barber of Seville."



# called STEREO?

it simply, is higher high fidelity. It presents the music in a more lifelike way, it shows the music in its true colors, it adds new depth to sound.

The result is a double one: first, music in the home becomes more beautiful; and second, certain kinds of music, complex music, become easier to listen to. The elements are sorted out and not bunched together. Nothing that's really good, of course, can be accomplished overnight. People have to be convinced, and they can only be convinced through their own ears, through their own listening to the new stereophonic sound. That sound can—and does—indeed sing with the voices of “men and of angels”—to the greater glory of the artists who make music and to the greater glory of music itself.

## WARNING! YOU ARE ENTERING A STEREO ERA

by

Larry Elgart

For me, creating a stereo product is a perilous and delicate adventure. It is as if having becoming used to making charcoal sketches all my life, I was suddenly called upon to make the same picture in color. As everyone knows, painting in color demands infinitely more knowledge and judgment than working in charcoal. As in painting, so in stereo, the results can accurately and colorfully reflect the artist's conception of the subject—or they can be painfully grotesque and amateur.

The primary challenge in stereo is to create a “logical” sound, not a trick sound, nor a sound that would not normally occur. For instance, the sound of my band is associated with a ballroom or auditorium sound. It certainly does not have the texture of sound associated with an intimate club. My band is arranged to sound at its best in its natural habitat, ballroom or auditorium, and that is the sound which should come off the stereo record.

It is in this area of creating a “logical” sound that the careless worker in stereo will painfully learn the price of abusing this new dimension in sound. Capricious and thoughtless isolation of sound elements, for example, will assuredly produce an illogical, most prob-

ably unpleasant ultimate sound. This is where selection of repertoire and assignment of arrangers is important. They must be as careful in arranging and balancing orchestral color and texture, as the painter is in choosing color and compositional values. Just as every color in a good painting is deliberately related to each other, so must every sound in a good stereo recording be related to each other. This, of course, is ultimately a matter of esthetics and on-the-spot judgment, but even though I know what I want my dance band to sound like, the technical obstacles to achieving this sound accurately on stereo can only be surmounted by a close understanding between arranger, musicians, and engineers, all working together.

For instance, when the sound in the control room is not the same as the sound we created in the studio, it may be necessary to rearrange the positions of musicians relative to each other and to the microphones and to the studio itself. We also need to take into consideration the amount of sound conditioning material, drapes, panels, etc., in the studio, and to know all the potentials, including position, number, and type, for good sound reproduction in the microphone.

I have found it important to constantly remind myself that handling stereo sound is a bit like handling a high explosive. Cautious control is absolutely necessary at all points—and yet, ironically, one can be carried away by too much control and fail to make the thing come off at all.

If we only had one ear apiece, a technical development like stereo, with all its problems, would never have occurred. The principal difference between stereo and monaural is in the relative ability to feed our sound appreciation in the two main dimensions—our two ears—in which we ordinarily hear. Stereo must place sounds—by means of microphone and player arrangement, and by manipulating sound in the control room—so that when these sounds are reproduced stereophonically, it will be as if you heard the sound in all its original dimensions.

That is why I say to engineers and musicians: “Beware, you are entering

a stereo era! If you work as careless artists and craftsmen, stereo in your hands can prove as destructive as dynamite.”

## EVERYTHING SOUNDS BETTER IN STEREO

by

Morton Gould

Everyone is becoming sound-conscious. And not only sound-conscious, but quality-sound-conscious—meaning today, stereo. A few years ago a person went out to buy a record-player and he simply bought just that, with little regard to what it would give him, or how he would enjoy it. Now he goes out to buy phonograph equipment and he immediately asks “what kind?”

With people steadily becoming more aware of differences in sound, it is apparent that those of us who make records must give something special to listeners in return for their curiosity and interest. That “something special” is stereo. For the person who listens to records at home, stereo will enrich their pleasure and extend their enjoyment. Everything—pop, jazz, classical, all music—is better in stereo.

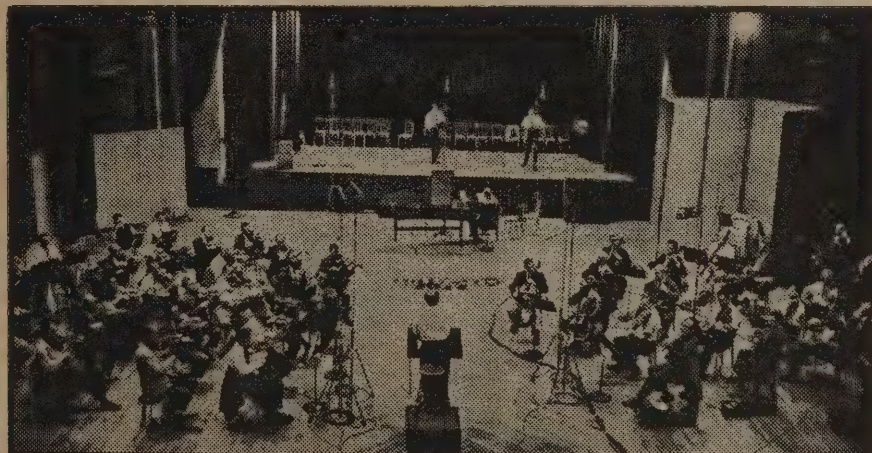
For the creator of music, the uses of stereo are boundless. We used to try to simulate a concert hall in every respect when we produced a record. We need not do that any longer. Stereo does it for us. It transmits the massiveness of sound of any musical combination—whether it is a trio, a jazz band or a full symphony orchestra.

There is a certain amount of controversy over how best to use stereo equipment in the home, over stereo recording techniques and how to employ them. Controversy in anything new—even in something in such an advanced state of development as stereo—is to everyone's advantage. From it comes improvement. And from stereo will come more and better reproduction of sound for the home-listener.

One thing is vital. We who record must continue to give you the best performances we are capable of. Without our best, there is not a sound-reproducing system—stereo or otherwise—that can give you a satisfying result.



Georgio Tozzi and Erich Leinsdorf marvel at playback of stereo “Barber of Seville.”



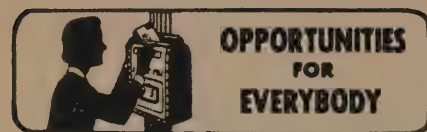
See the Metropolitan Opera orchestra, and soloists, under the direction of Erich Leinsdorf, while they stereophonically record “The Barber of Seville” for RCA.



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(PW-May '59)

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## TIME AFTER TIME

SAMMY CAHN

JULE STYNE

What good are words I say to you?

They can't convey to you what's in my heart.

If you could hear instead

The things I've left unsaid!

Time after time I tell myself that I'm

So lucky to be loving you,

So lucky to be the one you run to see

In the evening when the day is

through.

I only know what I know, the

passing years will show

You've kept by love so young, so

new.

And time after time you'll hear me

say that I'm

So lucky to be loving you.

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## MOON OF GOLD

NEIL SEDAKA

HOWARD GREENFIELD

Moon of gold in the sky

My lovin' sweetheart said goodbye

Those moonlight kisses that she

shared with me

Are just a memory

By the light of your glow

Those tender love words whispered

low

Were just a promise that never came

true

For she found someone new

How was I to know she'd soon go

and leave me

Longing in the moon glow

Since she's gone I'm alone

I have no sweetheart of my own

Just a mem'ry of a love that's grown

old

And a tarnished moon of gold.

© Copyright 1958 by Aldon Music

## NO TIME

CURTIS MCNEAR

Go'n' to class, cuttin' grass,

Washin' cars, countin' stars,

Milkin' cows, runnin' plows,

"wheh!"

No time no time no time

To do the rock and roll,

No time to do the bop and stroll,

No time pickin' berries, eatin'

berries,

Hoe the corn, wash the barn,

Go bring the cows in

No time no time no time

To do the rock and roll,

No time to do the bop and stroll,

No time got no time to go

To the Saturday hop or call,

My gal on the telephone

Now, on Sunday we go walkin'

And her Pa does all the talkin',

"Leave my daughter alone

Because she's washin' dishes, makin'

wishes

Ir'nin shirts, makin' shirts,

Mendin' hose, washin' clothes,

"wheh!"

No time no time no time

To do the rock and roll

No time to do the bop and stroll,

no time.

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## CHIP OFF THE OLD BLOCK

JAMES LEE

Lee la la lu la lu la lu

Lee la la lu la lu

Lee la la lu la lu la lu

I'm in love with you.

My daddy is a great lover

With big strong arms to hold

His love is real, his love is strong

And his heart is good as gold:

And I'm a chip, chop, chip off the

old block

Lee la la lu la dee

Chip, chop, chip off the old block

Ummm yeah! that's me.

When I was a boy Pa slapped his

chest

This is what he said

"If ever I saw one in my life

This is a thoroughbred".

My boy's a chip, chop, chip off the

old block

Lee la la lu la dee

Chip, chop, chip off the old block

Ummm yeah! that's me.

I couldn't take my eyes off you

When you went strollin' by

Pa smiled and said "He wouldn't

be mine

If he didn't have a rovin' eye".

I know my pa'll be true to ma

All her live-long days

And I'll be true to you darlin'

'Cause I've got my pappy's ways.

'Cause I'm a chip, chop, chip off the

old block

Lee la la lu la dee

Chip, chop, chip off the old block

Ummm yeah! that's me.

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## PEPITO

ART TRUSCOTT

CARMEN TAYLOR

Pepito me corazon

Pepito demis amor

Canta me ami

Canta me ami del amor

Pepito eres me vida

Mi carino me querido

Nunca he comprendido

Nunca he comprendido

Porque me interesa en ti

Toma me toma me

Toma ensu brazos

Pepito me corazon

Dame mas de tu amor

Y canta me ami

Canta me ami del amor.

Pepito you are my heart

I have loved you from the start

Say you feel the same

Say you feel the flame of love

Pepito my love is true

I belong to only you

This was meant to be,

This was always meant to be

This destiny from above

Take my lips you're my ev'rything

I'm the slave you're the king

Pepito don't shy away

You may kiss me if you stay

And when you feel the glow

You won't want to go Pepito.

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**OPENS MANY LOCKS**

Set of master keys that open up half the common locks found on doors, etc. Each opens a different lock. Tests locks to see if they're burglar proof. No. 6156

**.50****AUTO BREAKER**

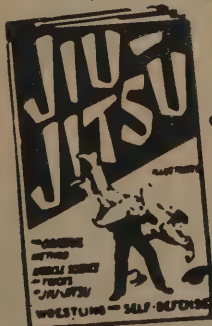
Greatest gag in years! Just place this gadget inside any tail pipe and watch the fun. The minute he starts to move the car, it sounds like the transmission fell out, the fuel pump broke, and the whole rear-end caved in. It's a panic, but it's harmless fun.

8087

75c

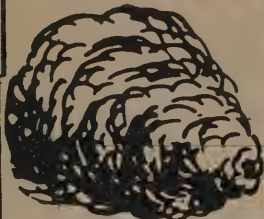
**THROW YOUR VOICE****Ventre & Book**

Your chance to be a ventriloquist. Throw your voice into trunks, behind doors, and everywhere. Instrument fits in your mouth and out of sight. You'll fool the teacher, your friends, and your family and have fun doing it. Free book on "How to Become a Ventriloquist" No. 137

**25c****YOU TOO CAN BE TOUGH**

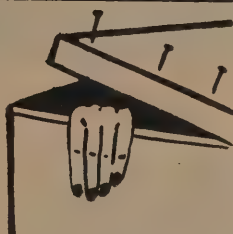
Master Jiu Jitsu and you'll win any fight. This book gives you all the grips, blocks, etc., which are so effective in counter-attacking a bully or hold up. You don't need big muscles or weight, know-how makes you the sure winner. We also send you FREE book on how to perform strong-man stunts, tear a telephone book in half, etc.

No. 224

**\$1.00****ATOMIC SMOKE BOMB**

Just light one and watch the column of thick, white smoke rise to the ceiling, mushrooming into a dense cloud, just like an A-Bomb.

No. 971.....20c

**SPOOK HAND**

A million laughs! This realistic, skin colored spook hand has red fingernails and big knuckles that are completely realistic. Imagine it poking out of your car, out of a pot, opening a door. Sticks anywhere with special adhesive included. Can be re-used over & over again. It's real weird.

No. 79

**.98**

If This Should Happen to You Would You Know This Quick Defense

**24" RUBBER SNAKE**

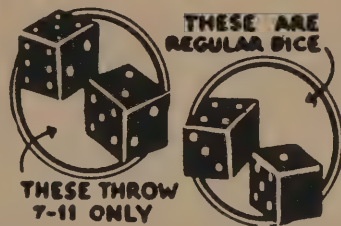
A gigantic 24" snake that will coil and seem to be alive! Throw it into a crowd and watch the fun start.

#5451

**\$1.50****JOY BUZZER**

The most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation". Absolutely harmless.

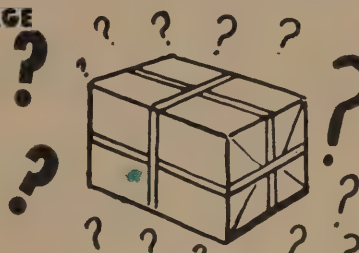
No. 239

Only **50c**

You get TWO sets of dice. One set will throw 7 or 11 only. The other set are regular dice. Secretly exchanging the regular for the "trick" dice will enable you to always throw a 7 or 11. Sold only for amusement purposes. No. 6185 Per set (4 dice) Only **.50**

**SURPRISE PACKAGE**

Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.

No. 678 Only **50c****SLOT MACHINE**

Miniature slot machine that really works. Flip the handle and all the winning combinations come up. Fit in any pocket and is carried easily.

5669.....15

**MAGIC CARDS**

Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks.

6183

**1.50****WHOOPEE CUSHION**

Place it on a chair under a cushion, then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber and inflatable. A scream at parties and gatherings.

No. 247

**50c**

Cannot ship orders totalling less than \$1.00

**MONEY BACK GUARANTEE**

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y.

Dept. KG-36

Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days free trial for full refund of the purchase price.

ITEM # NAME OF ITEM HOW MANY TOTAL PRICE

ITEM #	NAME OF ITEM	HOW MANY	TOTAL PRICE

☐ I enclose in full payment. The Honor House Products Corp. will pay postage.  
☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

NAME

ADDRESS



**FINISH HIGH SCHOOL AT HOME!**

No classes to attend. Easy spare-time training covers big choice of subjects. Friendly instructors; standard texts. Full credit for previous schooling. Diploma awarded. Write now for FREE catalog!

**WAYNE SCHOOL** Catalog HAC-90  
2527 Sheffield Ave., Chicago 14, Illinois

**FREE BIG ENLARGEMENT WITH ORDER**

**25** WALLET SIZE PRINTS **\$1.00**

2½" x 3½" photos for classmates, loved ones — for job and college applications. Send pictures or neg. 25 for \$1.25 plus Free 5"x7" (60 for \$2.25). Satisfaction guaranteed.

ROY PHOTO SERVICE Dept. 82, GPO Box 644, N.Y. 1, N.Y.

**Famous Make SPANISH GUITAR \$9.95**

These handsome (Artist type) standard size Spanish-style guitars have the beautiful tone qualities of the most expensive makes. Instrument is of genuine imported mahogany wood, well reinforced and sturdily built for a "lifetime" of fun and music. (Regularly \$20.00) now only \$9.95 While They Last! Sorry, but due to the unusual low price we cannot divulge the manufacturer's name. Send cash check or M.O. COD's require \$5.00 deposit. 10-day money back guarantee.

SEAPORT TRADERS, INC., Dept. HP-6  
1221 So. Grand Ave., Los Angeles 15, California

**Ugly Blackheads—Out in Seconds**

Keep your complexion free of blackheads — look attractive instantly. Scientifically designed vacuum pump gently "lifts" out ugly blackheads safely. No pinching or squeezing. Try ten days — if not delighted return for refund. Send \$1. We pay postage.

BALLCO PRODUCTS CO., Dept. 19  
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Fight cancer with a checkup and a check

**AMERICAN CANCER SOCIETY**

**ANY RING Your Choice 50¢ each**  
ANY 3 RINGS FOR \$1.00

Style No. 804 — Ladies' beautiful 2-toned Cameo ring. Yellow gold color effect.

Style No. 802 — Men's massive Good Luck, Horseshoe, 4-Leaf Clover ring. White or yellow gold color effect.

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These Sweetheart and Novelty Rings are a real buy at 50¢ each, or any 3 for \$1.00. To order send 50¢ or \$1.00 (for 3 rings), cash or money order with style numbers desired together with string or paper for correct ring size. We will ship immediately postage paid. No C.O.D.s. Send your order for the biggest ring bargains today

NEW YORK MART, 7 Day St., New York 8, N.Y., Dept. P-55

# "The Shell House"



THE PLAYMATES

Now, for something different in the way of editorial matter, we'd like to feature, not an individual, but a night club—a night club which is playing a great part in the building of the careers of many star personalities. The Shell House, headed in the management department by congenial hosts Gene Be kowitz and Dave Kaufman, is located on Austin Boulevard (two miles from Long Beach); Island Park, New York. The Long Island nitery is New York's only "Record Room." By that we mean, the only spot whose policy it is to present to the public the very best of recording talent—it's the room where "the record stars shine."

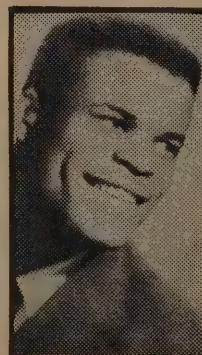
During the winter months, The Shell House operates on a weekend basis, with great floor shows being presented on Friday and Saturday nights. From July Fourth through September, "The Shell" operates on a full-week schedule, with the greatest of entertainment headlining nightly floor shows. In addition to the great, guest recording talent, two bands are always featured at The Shell House. Noel Taylor and his quintet supply the popular dance rhythms and also back the artists doing the floor shows. Irv Malvin and his Latin American stylists set the beat with



STEVE LAWRENCE



CONNIE FRANCIS



ROY HAMILTON



EILEEN RODGERS



# Where the Record Stars Shine



DELLA REESE



JOHNNY MATHIS

Cha Cha's, Mambo's, etc. So, at all times, you can be sure things are swinging at The Shell House.

The room, which seats 1100 people, is said to have a "Lucky Stage." Many recording artists introduce their new record releases while performing on The Shell House stage and soon after, that particular record will break out for a nation-wide hit. Johnny Mathis sang "Chances Are" for the first time on The Shell House stage and Della Reese introduced "Sermonette", both of which made the best-seller charts.

Naturally, one of the major reasons for the success of The Shell House is in the fact that they present to their patrons only the finest in entertainment, but so much can also be attributed to their excellent catering service. Their wide selection of foods, done up in "Shell House Style," make for a pleasant evening of dining pleasure. That's why so many civic functions, weddings and sweet sixteen parties are held at this wonderful, bay night-spot.

Pictured on these pages are but a small handful of the stars having already appeared at The Shell House and the future shows that many more of the nation's greatest recording personalities are scheduled for appearances.



FOUR COINS



TEDDI KING



DON CORNELL

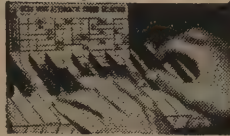


DON RONDO



JERRY VALE

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**PLAY PIANO**

with BOTH hands... this Marvelous New Way! Send for free Sample Lesson today! I will include a simple "play-at-once" songs—a Note Selector for your right hand—and my Patented Automatic Chord Selector to strike simple bass chords instantly with your left hand. No "tricks" in my tested, proven method. You actually learn by playing simple single note melodies with one hand, while striking beautiful simple resonant bass chord accompaniments with the other. No tedious scales. No boring exercises. No dreary practice. Just delightful enjoyment. Simply send name, address, and 10c for postage and handling to:

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**CARTOONISTS' EXCHANGE**  
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**KEY-TO-MY-HEART PIN set** Gold Plated  
**BEAUTIFULLY ENGRAVED FREE**

Enclose 75c (3 for \$2.00) with this ad.

Sorry, No C.O.D.'s. You'll be delighted when you receive your pin.

TASH ENGRAVING CO., DEPT. C10F  
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## HOW TO WRITE SONGS THAT SELL

Complete 179 page course shows you how. A thorough analysis of song structure, lyric, melody, title, verse, chorus, form, harmony, arranging, etc., with dozens of diagrams and illustrations. Copyright procedure explained. Publisher and recording co. lists included with tips on how to get your songs to their attention. Only \$2.99 postpaid. No C.O.D. orders.

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210 S. Clinton St. Dept. FR-22 Chicago 6, Ill.

Thanks a million for the wonderful new Model **BODY, FACE, LEG, ARM, & BUST CREAM**

Says Miss Midriff  
Billy Toast 1959

You too will thank this Model's Famous Beauty Aids for their sensational Body, Face, Leg and Bust Cream. Try this amazing new exclusive discovery at once. Contains 40,000 units of estrogenic Hormones. Used and praised by leading Hollywood starlets and New York Models. Use Famous Models Rembrandt Beauty Aids Cream for 60 days. You must be fully satisfied with your results or no cost to you. 30 day supply jar sent in plain wrapper. Full directions \$2.98. SPECIAL 2 JARS only \$5. ORDER NOW!! FREE... "SECRETS OF LOVELINESS" used by famous models sent with your order of cream.

**REMBRANDT CO., Dept. 68**  
403 Market St., Newark, New Jersey



## IT'S SO PEACEFUL IN THE COUNTRY

ALEC WILDER

The skyline of New York is a splendid sight,  
I know Chicago's loop is magical at night,  
The natives of Cleveland, of Frisco and Boston,  
And natives of cities a stranger gets lost in  
All of them tell you their city's the best,  
From deep in the south and from out in the west;  
Perhaps it's all true, but from my point of view.  
It's so peaceful in the country  
It's so simple and quiet,  
You really ought to try it  
You walk about and talk about  
The pleasant things in life.  
It's so restful in the country,  
It's the right kind of diet,  
You really ought to try it;  
You read a book or try to cook  
Like any good man's wife  
City living is a pretty living,  
It's so full of unexpected thrills;  
But there's too much stone, too much telephone,  
There's too much of ev'rything but trees and hills.  
It's so peaceful in the country  
It's so simple and quiet,  
Some day you're bound to try it,  
The only place to be,  
The place for you and me,  
Where it's peaceful in the country.  
Copyright 1941 by Regent Music Corp.

## SENTIMENTAL ME

JIM MOREHEAD

JIMMY CASSEN

Sentimental me guess I'll always be  
So in love with you, don't know what to do,  
Sentimental me dreaming while I live  
Living just to give all my love to you,  
No one else will do,  
Sentimental me reaching for the moon  
And wishing on a star, on my honeymoon  
I want to be where you are.  
Darling can't you see it was meant to be?  
I'm in love with you, say you love me too,  
Sentimental me.

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## PUCHUNGA (Sweet One)

CARMEN TAYLOR

ART TRUSCOTT

My sweet one (puchunga) you are my sweet one (puchunga)  
You're the dearest one to me  
In your arms it's heavenly.  
When I feel your fiery kiss  
I never felt a thrill like this  
Ahh, ah, ah, aah you're the apple of my eye  
If I lost you, I would die  
Without you I would cry  
Iy, yi, yi, yi my sweet one (puchunga).

© Copyright 1958 by Raleigh Music Inc.

## DONNA

RITCHIE VALENS

I had a girl, Donna was her name;  
Since she left me, I've never been the same,  
'Cause I love my girl.  
Donna, where can you be?  
Where can you be?  
Now that you're gone, I'm left all alone,  
All by myself to wander and roam.  
How I love my girl!  
Donna, where can you be?  
Where can you be?  
Well, Donna, now that you're gone,  
I don't know what I'll do  
All the time and all my love for you, just for you!  
I had a girl, Donna was her name;  
Since she's been gone,  
I've never been the same,  
'Cause I love my girl.  
Where can you be?  
Donna, where can you be?  
Copyright © 1958 by Kemo Music Co.

## I'M YOURS

ROBERT MELLIN

I'm yours, heart and soul I am yours.  
Can't you hear it in my sighs, I'm yours  
I'm yours, ev'ry kiss says I'm yours.  
Take my lips and take my arms,  
I'm a victim of your charms, I'm yours.  
My life and my love dear  
Are yours to command.  
I stand here before you.  
My heart in my hand.  
I'm yours, all the world knows I'm yours,  
And I only hope and pray  
That someday I'll hear you say  
I'm yours.  
Copyright 1952 by Algonquin Music Inc.

## SUPER DUPER

JIMMIE THOMAS

Super duper, you're so super fine  
Super duper, gimmie that old hi sign  
You're so super, you're so swell  
when you pass by,  
I want to yell, super duper  
Say that you'll be mine, super duper  
Bet I'll get you yet  
You're not the brightest boy in school  
But when you smile it's-a-real cool,  
Well, super duper, say that you'll be mine  
We met at the senior hop Saturday night  
You took me in your arms and you held me tight,  
I looked in your eyes and my knees got weak,  
My heart started jumpin', I could hardly speak  
Super duper, you knock me off my feet  
Super duper, you just can't be beat  
You're so super you're so great,  
I want you to be my steady date,  
Super duper, say that you'll be mine.  
© Copyright 1959 by Recordo Music Publishers

## RECORD YOUR VOICE AT HOME

ONLY \$6.98



### Make Your Own Records Anywhere!

Now, you can cut your own records at home. Sing, tell jokes, record "secret" conversations, take off your favorite show and music, and it's all ready to play back instantly! Baby's first words, famous speeches, top shows and so much more are all captured by you forever. Yes, with this precision instrument, you no longer need expensive tape recorders. And, think how useful this exciting recorder will be at parties, gatherings and wherever you and your family and friends gather.

### Not A Cheap Tape Recorder—Makes Actual Records

You receive complete recording equipment, including recording arm and head, microphone, tracking disc, cutting needles, and full supply of blank records. It all attaches to your phonograph, and you're all set to record what you like, where you like, and when you like. Take only 30 seconds to operate and so simple any child can use it. Perfect for mailing to a loved one who hasn't heard from baby or the kids in a while. Records at 33½, 45 or 78 R.P.M.'s.

### MONEY BACK GUARANTEE

Honor House Products Dept. RD-21  
Lynbrook, New York

Rush my Home Voice Recorder on 10 Day Free Trial. If I am not 100% delighted, I may return it after 10 Day Free Trial for prompt refund of the purchase price.

☐ Send C.O.D. I'll pay postman \$6.98 plus postage and shipping charges.

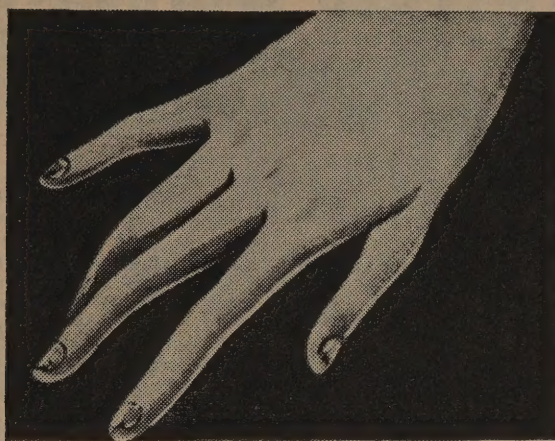
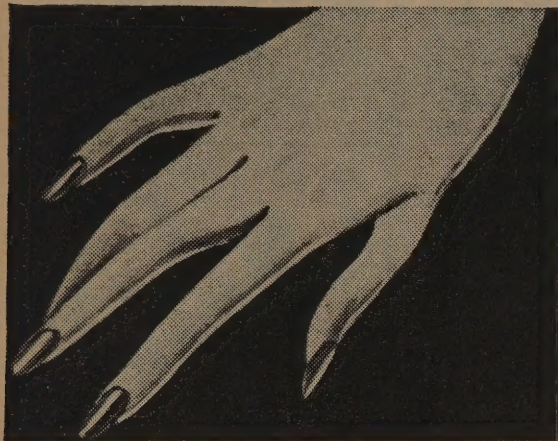
☐ I enclose \$6.98 plus 45¢ shipping charges in full payment

Name \_\_\_\_\_

Address \_\_\_\_\_



# Longer Finger Nails Now Yours in just minutes...with this new discovery!



*Now!*  
\$ **1.**  
REG. \$2.98  
Kit

Now here at last—the new **LIQUID-NAIL** discovery that makes your dreams of beautiful, tapering, **LONGER LOOKING** nails come true! **LIQUID-NAIL** looks and feels like your regular nails. No matter if you have broken, jagged nails... or if they're short and unattractive... this new discovery changes all that in minutes! It's not a false nail or a polish—but an amazing plastic formula you brush on. It dries quickly to a smooth, neat appearance. Virtually becomes part of your nail—won't rub off. Forms a strong, durable surface that can't break or crack! Do heavy housework, wash dishes, type, or work in the garden—without damaging your nails. It practically becomes part of your nail and **GROWS OUT** with it! Get the genuine—get the best for best results! **LIQUID-NAIL** costs no more than inferior imitations. It's backed up by years of research and experience. Buy with confidence on money-back guarantee!

Now you can obtain a **COMPLETE KIT**—exactly

the same as sold all over America for 2.98—for the deep-cut price of only \$1, plus 10 cents tax. Yes, this is exactly the same formula advertised in leading magazines, on radio and television for 2.98. Imagine it—the **COMPLETE KIT**, including nail forms, nail building liquid, applicator brush, etc.—all this for only one dollar! Why pay more? You don't risk a cent when you try **LIQUID-NAIL**—it's sent to you on a guaranteed **MONEY BACK** basis. You try it... test it, then if not completely thrilled with results, return unused portion in 10 days and your dollar plus tax comes right back—no questions asked! It may be months before enough **LIQUID-NAIL** will be available in all drug stores. Meantime, get yours **NOW** direct—and save almost two dollars! Send only 1.00 plus 10¢ tax with special discount coupon for **PROMPT** delivery right up to your door. This offer may be withdrawn at any time. Therefore, rush your coupon and ensure yours!

**Why  
Pay  
More?**



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- ☐ Send 1 Kit—\$1.10 enclosed.  
☐ Send 2 Kits—\$2.20 enclosed. (Limit-2)

Name .....

Address .....

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TIME  
EVER"**

**NATURAL**

**Color**  
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**FAVORITE STARS**

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1. Print the Names of the Stars Whose Pictures You Wish on a Plain Sheet of Paper.
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3. Enclose 10c (to cover mailing and handling costs) for **EACH PICTURE** you list — Order As Many As You Wish.

**NOTE:** If you prefer we can send Air Mail (Enclose 50c extra) ... or First Class Mail (Enclose 25c extra).

**COLORFOTO** Dept. 994

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HOLLYWOOD 36, CALIF**



Robert Horton  
Rock Hudson  
Tab Hunter  
Will Hutchins  
Jack Kelly  
Phyllis Kirk  
Tommy Kirk  
Jerry Lee Lewis  
Sophia Loren  
Guy Madison

James Arness  
Ward Bond  
Pat Boone  
Richard Boone  
Ronnie Burns  
Raymond Burr  
Perry Como  
Tim Considine  
Tony Curtis  
Doris Day

Sal Mineo  
David Nelson  
Ricky Nelson  
Hugh O'Brian  
Tony Perkins  
Elvis Presley  
Wayde Preston  
Jon Provost  
Dabbie Reynolds  
Dale Robertson

James Dean  
Jimmy Dean  
Eddie Fisher  
Scott Forbes  
Tennessee Ernie Ford  
Four Aces  
Four Lads  
Annette Funicello  
James Garner  
Darlene Gillespie

Jimmy Rodgers  
Tommy Sands  
John Saxon  
David Stollery  
Gale Storm  
Clint Walker  
Guy Williams  
Natalie Wood  
Loretta Young  
Frankie Avalon





THE WORLD'S GREATEST MOLDER OF HANDSOME HE-MEN and CHAMPS out of WEAKLINGS says  
**"SKINNY OR FAT, I'LL BUILD YOU INTO A NEW ATHLETIC  
 STREAMLINED MIGHTY-MUSCLED HE-MAN**

as I have for 35 years re-built MILLIONS like you!"

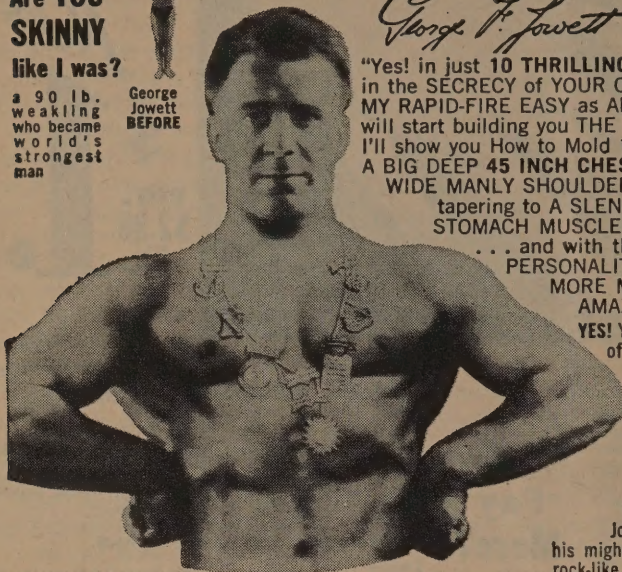
Sincerely yours for Physical Perfection . . .

Are YOU  
 SKINNY  
 like I was?

a 90 lb.  
 weakling  
 who became  
 world's  
 strongest  
 man



George  
 Jowett  
 BEFORE



THIS is AN ACTUAL PHOTO  
 of YOUR TRAINER, George F. Jowett,  
 taken after a record-breaking event, wearing  
 some of his WORLD CHAMPIONSHIP MEDALS and  
 MEDALS honoring him as "WORLD'S BEST BODY  
 BUILDER." 4 TIMES WINNER of WORLD'S  
 STRONGEST and MOST PERFECTLY  
 DEVELOPED MAN.

*George F. Jowett*  
 "Yes! in just 10 THRILLING MINUTES a day  
 in the SECRECY of YOUR OWN ROOM at home  
 MY RAPID-FIRE EASY as ABC FAMOUS PICTURE METHODS  
 will start building you THE VERY FIRST NIGHT . . .  
 I'll show you How to Mold 16 INCH ARMS of MIGHT,  
 A BIG DEEP 45 INCH CHEST housing TIRELESS LUNGS,  
 WIDE MANLY SHOULDERS — A BROAD BRAWNY BACK  
 tapering to A SLENDER WAIST with punch-proof  
 STOMACH MUSCLES. LEGS of RUNNING POWER!  
 . . . and with these you get a POWERFUL  
 PERSONALITY that WINS YOU NEW FRIENDS,  
 MORE MONEY, NEW SUCCESS,  
 AMAZING NEW PLEASURES.

YES! Your Success Story can soon be like that  
 of John Sill and thousands of my pupils.  
 Think of it — a skinny weakling be-  
 came a MAGNIFICENT MR. MUSCLES  
 — won a BIG SILVER TROPHY, his  
 name, accomplishments engraved  
 on it, and \$100. All of which you can  
 win! A few weeks before, everybody  
 picked on John, too weak to fight for  
 his rights. TODAY everybody admires  
 John's movie star build, he-man STRENGTH,  
 his mighty ARMS, heroic CHEST, slender WAIST,  
 rock-like TORSO, broad manly BACK, wide military  
 SHOULDERS, new popularity. His winning drive in  
 ALL SPORTS, his energy at work and studies.

NO! I don't care how skinny or flabby you are now,  
 if you're in your teens, twenties, or thirties, I'll  
 show you in just 10 thrilling minutes in your  
 home, how you can make yourself over by the  
 easy, quick method I turned myself from wreck  
 to WORLD CHAMPION.

Famous Physical Directors like J. F. Kelly and Larry Campbell said  
 "George F. Jowett is by far THE WORLD'S GREATEST MOLDER of  
 HANDSOME HE-MEN and CHAMPS out of weaklings."

STOP once for all BEING  
 A WISH-WASHY  
 SKINNY WEAKLING  
 like this 120 lb.  
 pupil was!  
 "I  
 GAINED  
 60 LBS.  
 of  
 MIGHTY  
 MUSCLES!  
 I added  
 3½ INCHES  
 to each ARM,  
 I added  
 4 inches  
 to my CHEST  
 . . . and to the  
 rest of my  
 body in  
 BALANCED  
 PROPORTION.~  
 I won  
 \$100.  
 I won this 15 INCH TALL SILVER  
 TROPHY.  
 I won a GOLD MEDAL. John Sill

John  
 Sill  
 BEFORE

YOU  
 can do  
 and win  
 everything  
 John Sill did

YES! YOU'LL ADD INCHES of MIGHTY  
 MUSCLES to YOUR ARMS, DEEPEN YOUR  
 CHEST, BROADEN YOUR BACK and  
 SHOULDERS. From HEAD to HEELS you'll  
 gain SIZE, POWER, LIGHTNING SPEED,  
 ENDURANCE. You'll become a SUCCESS-  
 FULL HE-MAN in LOOKS and ACTS — a  
 WINNER in EVERYTHING, athletics, busi-  
 ness, studies.

"Rush me YOUR LAST CHANCE COUPON below. CHECK the BODY you want  
 and I'll show You absolutely FREE  
 if you're SKINNY

**HOW TO GAIN up to 50 LBS. of MIGHTY MUSCLES**

If you're FAT, have ROLLS of UGLY GREASE all over you,  
 I'll CHANGE YOUR FLAB into HANDSOME MUSCLE fast.

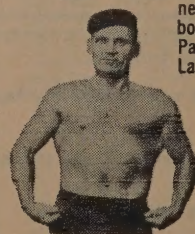


"FATSO"  
 they  
 called  
 me.



"I  
 LOST  
 17 LBS.

of grease, and became a  
 MR. AMERICA,  
 A WINNER in  
 ALL SPORTS,  
 Popular,  
 Self-confident."  
 Ernest Raines  
 (signed also by  
 his father and  
 mother)



"I am just 41 years  
 of age. I lost pounds  
 of fat fast. I recom-  
 mend your wonder-  
 ful courses to all  
 regardless of age.  
 Soon they'll be as  
 proud as I am of my  
 new  
 body".  
 Paul  
 Lange.

**Which of These Amazing Picture-Packed Courses do  
 YOU want absolutely FREE? Check coupon below!**

1. HOW to Build  
 POWERFUL  
 16 INCH ARMS  
 like this arm of my  
 pupil Larry Campbell.
2. HOW to Build for YOU  
 A BIG 45 inch CHEST  
 housing TIRELESS LUNGS  
 like chest of this pupil  
 Jim Norman.
3. HOW to Build  
 WIDE SHOULDERS,  
 A BROAD  
 BRAWNY BACK  
 like pupil Ernest Raines.
4. HOW to Build  
 LEGS of LEAPING POWER  
 that'll make YOU  
 A WINNER in SPORTS  
 as it did this pupil.
5. HOW to TRIPLE  
 YOUR STRENGTH.  
 Here's my once  
 skinny pupil  
 LARRY CAMPBELL  
 lifting a 200 lb.  
 anvil with his  
 teeth.
6. BOOKS of PHOTOS  
 of FAMOUS STRONG MEN  
 who came to me weaker  
 than you. I and they  
 show you how YOU can  
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<input type="checkbox"/> Violin	<input type="checkbox"/> Ukulele	<input type="checkbox"/> Harmony
<input type="checkbox"/> Piano Accordion	<input type="checkbox"/> Clarinet	<input type="checkbox"/> Mandolin
<input type="checkbox"/> Saxophone	<input type="checkbox"/> Trombone	<input type="checkbox"/> Practical Finger Control
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Do you have the instrument?.....

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"I am twelve years old. Thanks to your course I was able to play to our church. All my friends were certainly surprised when they discovered I could play!" — Patsy Jeffrey, Sweetwater, Texas

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"I got my start in music with a U.S. School Course. How easy it is to learn to read notes and play an instrument this 'teach yourself' way! In fact, this school did so much for me that I've enrolled my two daughters." — Lawrence Welk, famous orchestra leader (Picture at left)

#### Excels Friend Who Has Teacher

"I never took lessons before I started to take them from you — and still I can play better than my friends who began at the same time I did with a private teacher."

"I now play for church, and our concerts in school. I love to play and my friends and relatives marvel at how I play at the age of 13." — Joan Luck, Big Stone, South Dakota

#### "How Rapidly I Am Progressing"

"I just want to tell you how much I enjoy your lessons for the Tenor Banjo, and how rapidly I am progressing. Lessons are so simple, any one can understand them." — Andrew Schneider, Hanna, Wyoming (Picture at left)

#### "Opened Door to Popularity"

"I was able to play many pieces in a short time. Family and friends certainly surprised. Course opened door to popularity, wider circle of friends." — Peter H. Kozya, P.O. Brokenhead, Manitoba (Picture at left)

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"It's been fun. Hasn't cost any where near as much as private teacher. Now invited to affairs, dances. Auditioned for 'Barn Dance Jam boree.'" — Howard Hopkins, E. Syracuse, N. Y. (Picture at left)



#### Couldn't Learn Before Now Plays at Church

"I had tried several times to start music lessons. I had been depending on a music teacher before. Now I am able to play when needed at church and young people's services, etc." — Mrs. P. J. Tatman Syca, more, Illinois